MAISHA BORA
SACCO SOCIETY LTD

JOB DESCRIPTION

Job Title:	**Direct Sales Representative (DSR)**
Status:	**Fixed Term Contract**
Location:	**Nairobi**
Reporting to:	**Marketing Officer**
Department:	**Operations**
Section:	**Marketing**
Position Supervises:	**None**

Job Purpose:

Reporting to the MO, the DSR will be responsible for business development and growth through recruitment and savings mobilization of existing and new members with intention of growing Sacco Market portfolio to achieve the intended financial growth.

Duties and Responsibilities:

i. Carry out recruitment of new individual and corporate members
ii. Ensure new members are registered in time and advise members on their membership numbers
iii. Savings and deposits Mobilization from new and existing clients with the aim of growing the portfolios
iv. Activation of dormant accounts as per the set targets
v. Continuous and timely marketing the SACCO products and services.
vi. Enhance growth in quality loan portfolio through creation of awareness of new and existing products to existing and potential members.
vii. Provide management with customer feedback on Sacco products and services
viii. Prospect for new business and meet sales targets on a monthly basis
ix. Prepare presentations for prospective customers
x. Pass Sacco information to the members on any new policies or new product in the market
xi. Gather intelligence from the competitors and reporting the same to the Business Development Officer
xii. Provide excellent customer service.
xiii. Participate in product campaigns to ensure product information is readily available to members.
xiv. Submit daily/weekly/monthly reports to the Business Development Officer
xv. Any other duties as may be assigned from time to time

Key Result Areas:

i. Growth of membership portfolio
ii. Improved customer satisfaction
iii. Increased market share
iv. Comparative analysis of markets trends
v. Efficient marketing strategies for all the Sacco's products and services

Job Specifications:

A. Education

i. Diploma in Business or related field

B. Competencies and Desires Attributes

i. Computer literacy skills
ii. Customer-centric skills
iii. Good communications skills, Excellent interpersonal skills, well organized, Honesty and integrity, Team player

C. Minimum Experience

i. One (1) year sales experience or client relationship management in a similar set up