

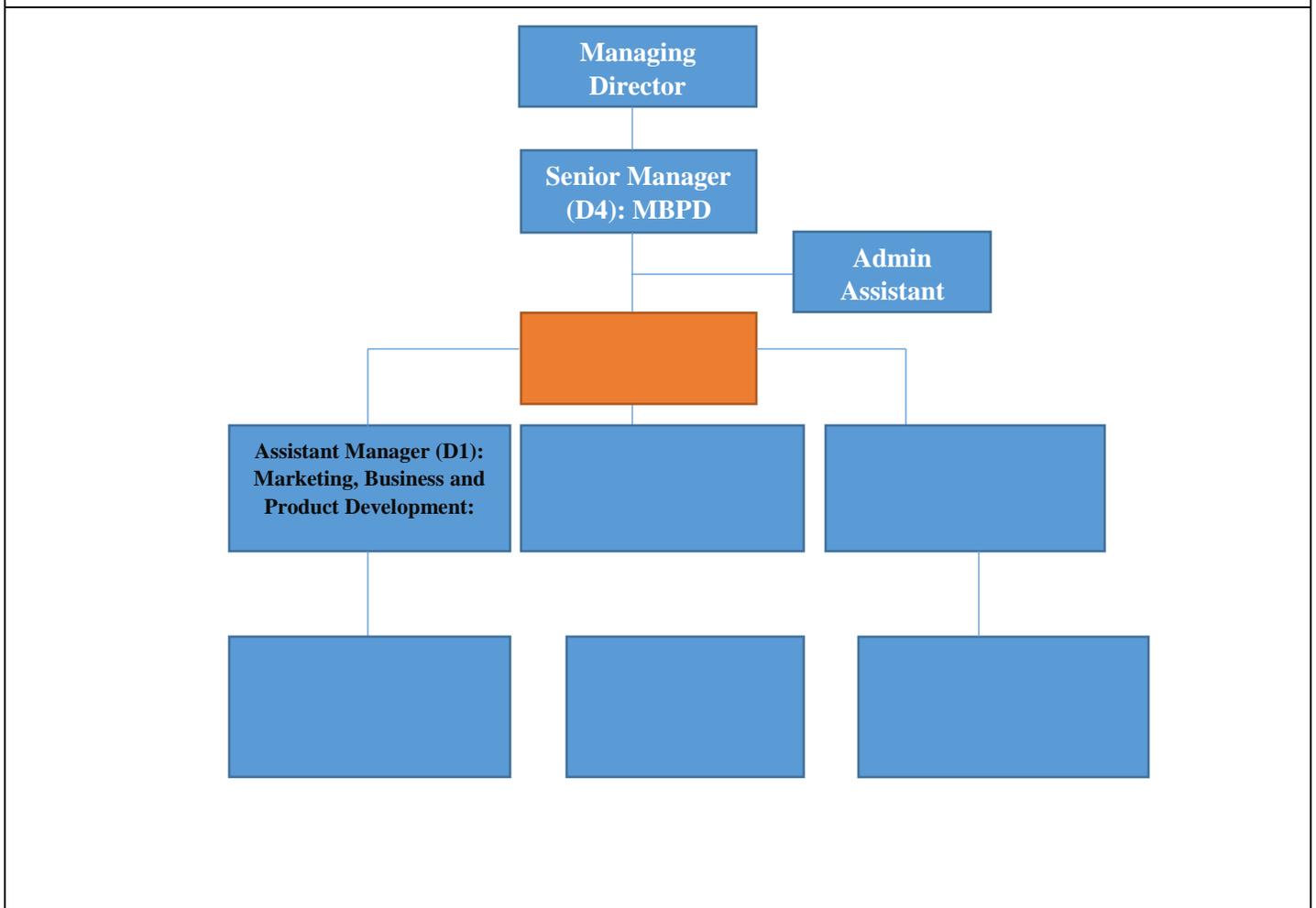
**JOB DESCRIPTION**  
FOR/HR/34

**EFFECTIVE DATE:**  
1/04/2018



<b>POSITION TITLE:</b>	Assistant Manager: Marketing and Business Development
<b>GRADE:</b>	D1
<b>REPORTING TO:</b>	Senior Manager: Marketing, Business and Product Development
<b>DIVISION:</b>	Marketing and Business Development
<b>SUBORDINATE (S):</b>	
<b>DATE REVISED:</b>	September 2022

**POSITION ON THE DIVISION'S STRUCTURE**



**PURPOSE OF THE POSITION**

The Assistant Manager for Marketing and Business Development (MBD) is responsible for providing support to the Senior Manager in terms of business identification and development, products diversification through marketing. The Assistant Manager: MBD collaborate with AMTA operation division (NSFRs & NFPBHs) and relevant stakeholders to formulate and ensure the implementation of strategic marketing, business development, and supports the activities and performance of all business operations. The Assistant Manager: MBD, advises the Senior Manager on marketing strategic, and business development

The position focuses on the development and growth of the business through building relationships in the industry, identifying opportunities, and completing business deals. This position ensures that new strategic business opportunities for AMTA are identified and explored whether local or internationally.

<b>PERFORMANCE SPECIFICATION</b>			
<b>No.</b>	<b>Key Performance Area</b>	<b>Key Tasks</b>	
<b>1</b>	<b>Research and Innovation</b>	1.1	Establishes appropriate benchmarks for MBD performance against leading competitors.
		1.2	Identifies and creates a strategy for implementing appropriate world class practices.
		1.3	Reviews recommendations for improvements or alterations to existing MBD systems and processes and implements these if they are found to be in the interests of improved efficiency.
		1.4	Analyses trends and implements actions to ensure optimal process and performance standards.
		1.5	Manage the design, development, testing and commissioning of products
		1.6	Continuously work to improve AMTA's strategic alignment with market demands by researching new trends and methods of value addition (Agro-processing).
		1.7	Establish packhouses and other value addition infrastructure at the required facilities.
		1.8	Oversee Research activities to enhance business
		1.9	Promote innovation and technological advancement to support business activities
<b>2</b>	<b>Organisational Business Integration and Coordination</b>	2.1	Manage the development and implementation of consistent practices of the strategic framework across multiple business functions in the organization to support the delivery of the goods and services obligations of the Agency to its customers and stakeholders.
		2.2	Continuously engage and interact with division leaders to ensure the specialized project goals are achieved through periodic assessments, value chain analysis, scenario planning, performance analysis and adherence to targets.
		2.3	Ensures that the best equipment strategies are employed at AMTA business operation centres by monitoring trends, performing analysis on trends and keeping abreast of group standards and international practices.
		2.4	Reviews business strategies across the business functions and advice for alterations to accepted practices and standards.
		2.5	Ensures that appropriate business systems are in place and operating effectively to deliver quality and accuracy in all aspects of the planning and implementation of business operations.
		2.6	Implements knowledge management systems and forums to expose employees to industry best practice of business Drive corporate and integrated business strategy coordination to enhance business and integration

		2.7	Manage and coordinate product development strategies, operations and information management, marketing and service management
<b>3</b>	<b>Marketing and Stakeholder Engagement</b>	3.1	Market the agency's business opportunities, products and services available domestically, regionally and internationally to streamline business.
		3.2	Drive Brand identity and Strategy, Marketing Strategy, Sales Revenue, Marketing Qualified Leads (MQL), Sales Qualified Leads (SQL), Cost Per Lead (CPL) of Customer Acquisition (COCA), Customer Lifetime Value (CLT), Return on Investment (ROI), Traffic to Lead and Lead to Customer Organic Traffic.
		3.3	Develop a stakeholder management/engagement plan.
		3.4	Ensures that all relationships with partners and service receivers (within or external to AMTA) are managed properly through partnership agreements
		3.5	Develops and implements appropriate communication and information management structures to allow for effective leadership of the MBD department team and formulate communication strategy.
		3.6	Prepares and submits any reports or presentations required by the Senior Manager, as and when they are required for external engagements
		3.7	Liaise with various representatives of the main shareholders (government) Implement key business development and stakeholder management strategy which support the overarching business mandate
		3.8	Represents the MBD division in direction setting committees and forums within AMTA and Externally.
<b>4</b>	<b>Business Intelligence</b>	4.1	Work with the research team, develop and manage an up-to-date understanding of the macroeconomic environment over the agreed plan period, using the information to consider the implications for existing and new sectors
		4.2	Undertake key research to understand the Business and project drivers of sectors, customers and potential opportunities
<b>5</b>	<b>Business Development and Planning</b>	5.1	Develop and lead sector and client business and marketing plans in line with the divisional plan and AMTA strategic plan.
		5.2	Adjudicate the inclusion of new opportunities for the benefit of AMTA sustainability.

		5.3	Analyse the customer base across AMTA to establish a common approach to retention and growth.
		5.4	Enhance regional and operational staff business development capabilities and work with them to achieve their winning works targets
		5.5	Facilitate and coordinate contract management between AMTA and stakeholders
<b>6</b>	<b>Strategic Effectiveness</b>	6.1	Implementation of the AMTA's Marketing, Business Development <ul style="list-style-type: none"> <li>- interpreting the strategic business objectives and policy objectives set by senior manager</li> <li>- formulating the AMTA's Marketing Strategy, Business Development projects</li> <li>- advising and implementing approved Marketing strategy, Business Development strategies</li> </ul>
		6.2	Implement policies at MBD level and directs the work activities and manage individual performance of staff members.
		6.3	Represents AMTA at national and international level in terms of MBD roles and responsibilities.
		6.4	In collaboration with NSFR and FPBH division ensures the growth base of base of demand and supply of the agency's products both domestic and international markets.
		6.5	Market AMTA land and infrastructures and identify business growth areas for the agency
		6.6	Prepare and submit timely monthly monthly, quarterly and annual reports.
		6.7	In collaboration with NSFR and FPBH identifies and advise areas for business expansion.
		6.8	Develop and manage the business expansion strategy to ensure the diversification of services for value addition

#### **POSITION SPECIFICATION FOR POSITION**

##### **Minimum Educational Requirements & Experience:**

1. A Bachelor's degree in Agricultural Economics/Marketing/Business Administration or related with a combined seven (7) years' experience in sales, marketing, and business development environment with a focus in Fast Moving Consumable Goods (FMCG) OR
2. Honors Degree with a combined six (6) years' experience in sales, marketing, and business development environment with a focus in Fast Moving Consumable Goods (FMCG)
3. An MBA/Masters in related fields will be an added advantage
4. A minimum of five (5) years mid-managerial/ supervisory level experience.
5. Knowledge and experience of the Namibia agricultural sector will be an added advantage
6. Valid driver's license.

## KEY PERFORMANCE AREAS

1. Strategic Planning and Management
2. Organizational Business Integration and Coordination
3. Business development and planning
4. Environmental Scanning, Partnership and Networking
5. Marketing, Research and Product diversification
6. Stakeholder Management and Marketing (B2B)
7. Project Management
8. Administrative reporting
9. Business Intelligence

**KNOWLEDGE, SKILLS & ABILITIES****KNOWLEDGE:**

1. Knowledge of Agricultural systems, methods and techniques.
2. Knowledge of laws, rules, regulations, and guidelines pertaining to agricultural produce storage, packaging and distribution as needed to interpret materials, determine compliance, and formulate/implement programmatic procedures.
3. Knowledge of occupational hazard and safety issues related to food .
4. Knowledge of financial planning and management techniques to include operating and capital budgets, equity and efficiency in revenue.
5. Knowledge of budgetary process to include identifying funding sources, projecting and tracking expenditures, projecting and tracking revenues, and identifying alternative financial sources as needed to implement program (s), relate program plans to budgetary needs, and contain costs.
6. Knowledge of human resource functions to include maintenance of personnel files as needed to supervise personnel.
7. Knowledge of AMTA Personnel Rules, regulations, policies and procedures
8. Knowledge of Health & Safety and maintenance practices according to AMTA regulations
9. Knowledge of engaging with different stakeholders on different platforms.
10. Excellent interpersonal, oral and written communication skills, including public speaking, coaching, consulting, negotiating and influencing others.
11. Highly organised and systematic, with excellent planning skills.
12. Outstanding needs analysis, positing, business justification and closing skills.
13. Exceptional sales, marketing, customer service and decision making skills.
14. Results-oriented and focused.

**SKILLS & ABILITIES:**

1. Ability to understand and leverage own strengths by effectively delegating to and mentoring employees.
2. Positive and professional attitude, appearance and demeanor, and the ability to serve as a professional role model internally and in the community.
3. Skill in verbal communication to include breaking down technical information, logical ordering of information, and being clear and concise as needed to explain the AMTA operations, services laws, regulations, and procedures to employees, the public, and other interested parties; resolve conflicts, obtain information; and ensure smooth operation of the branch office.
4. Skill in written communication to include correct grammar, spelling punctuation, clarity, conciseness, paragraph structure/organization as needed to write letters, memos and write letters.
5. Ability to formulate /develop budgets.
6. Ability to interact with others to include listening, hearing both sides without judging, using a calm and neutral tone of voice, being firm and courteous, being patient and tactful, and recognizing when to dispense with the discussion and cool off as needed to resolve conflicts, provide/gather information and assign work duties, coordinate with other staff and conduct performance counselling.
7. Ability to handle multiple tasks simultaneously to include being interrupted and returning to work immediately as needed.
8. Ability to work independently with little supervision to include time management and prioritization as needed to meet deadlines, troubleshoot problems, and locate errors.
9. Ability to plan and organize work for office and staff to include time management, prioritizing, measuring work load levels, and ensuring adequate staff levels as needed to supervise employees.

**OFFICE/FIELD WORK:**

60% Office Work  
40% Field

**DEGREE OF SUPERVISION AND WORK CLASSIFICATION:**

The fundamental reason this classification exists is to carry out the mandate of AMTA in MBD.  
This position regulates the commitment of resources within the MBD department to optimize the efficiency of Business operations; Initiates the development and exploitation of new avenues of business, partnerships, Reviews the occupational Health & Safety policies and procedures for the department.  
This position may act as Chairperson and could be a member of various committees.

**DEGREE OF SUPERVISION AND WORK CLASSIFICATION**

1. The fundamental reason this classification exists is to carry out the mandate of MBD in AMTA. Also, to support the MD in providing leadership and management of AMTA business operation and build relationships with external agencies.
2. This position is also responsible for initiating activities to drive the business strategy of AMTA. Additionally, this position is responsible for oversight of business strategy coordination, and advisory quality assurance.
3. Also performs managerial duties of the MBD over the Finance and Human Resources

**APPROVAL (SIGNATURE REQUIRED):**

	<b>NAME</b>	<b>SIGNATURE</b>	<b>DATE</b>
Incumbent			
Senior Manager:MBD	<b>Alfeus Siyamba</b>		

**Job Description Disclaimer:**

*The statements included in this document are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and/or skills required of all personnel so classified*