



## Job Opportunity: Marketing and Sales Manager

**Location:** Kampala, Uganda with travel upcountry

**Company:** D&M Group International Ltd

**Reports to:** Managing Director

### Our Mission

To transform locally sourced agricultural produce into high-value products, fostering sustainable practices and contributing to the economic growth of the community.

### Our Vision

To build a legacy of value creation for agricultural produce, transforming lives, ensuring food security, and preserving natural resources for future generations.

### Our Objectives

- **Profitability:** To be profitable with a thriving agribusiness enterprise in the East African Community whilst improving the lives of farmers, women, youth, and the vulnerable poor.
- **Food Security:** To ensure the provision of food security and food sustenance through agricultural industrialization practices.
- **Employment:** To offer employment opportunities and improved livelihoods to households in the communities.
- **Empowerment:** To empower farmers, agro-processors, and all other stakeholders through training on appropriate and up-to-date farming techniques.

### Core Values

- **Innovation:** Through ongoing research and development, D&M creates improvements in existing products and innovates new products.
- **Customer Centrality:** Creating products that cater to consumer needs, demands, and preferences.
- **Authenticity:** Commitment and investment in quality and safety standards, product certifications, and sustainable farming practices build long-term customer trust and loyalty.
- **High-Quality:** Ensuring that our products are processed from fresh, locally sourced ingredients to offer natural taste, flavors, and nutritional value.
- **Sustainability:** D&M Group focuses on sustainable agricultural and business principles to ensure long-term food production and environmental safety. Locally sourced raw materials and finished products are processed within Uganda.



- **Collaboration:** Leveraging partnerships to grow the business, increase market reach, and create value.

D&M Group International Ltd is an agro-processing business dedicated to transforming locally sourced agricultural produce into high-value products. Through sustainable practices, we contribute to economic growth, food security, and environmental preservation. Our flagship products, including chili sauce, tomato ketchup, and chili oil, are crafted to minimize post-harvest losses while delivering high-quality, nutritious options to consumers.

We are seeking a dynamic and results-driven Marketing and Sales Manager to lead our business expansion efforts, drive sales, and establish a strong market presence for our brand.

## **Key Responsibilities:**

### **Marketing Strategy Development and Execution**

1. Develop and implement comprehensive marketing strategies to position D&M Group International Ltd as a top agro-processing brand in Uganda and beyond.
2. Conduct market research to identify emerging trends, consumer preferences, and competitive insights.
3. Oversee the development of marketing materials, including brochures, social media content, advertisements, and promotional campaigns.
4. Drive digital marketing initiatives, ensuring an engaging presence across social media and online platforms.
5. Work closely with the production and quality assurance teams to highlight product uniqueness and benefits in marketing campaigns.

### **Sales and Business Development**

1. Identify and develop new business opportunities, expanding the company's reach into new markets and distribution channels.
2. Build and maintain relationships with key stakeholders, including retailers, wholesalers, supermarkets, restaurants, and institutional buyers.
3. Develop and implement sales plans and targets to drive revenue growth.
4. Negotiate contracts, pricing, and agreements with clients and distributors to ensure profitability and long-term partnerships.
5. Provide training and support to sales representatives to enhance their performance and effectiveness in the market.

### **Customer Relationship Management**

1. Foster strong relationships with existing customers to ensure repeat business and customer loyalty.



2. Gather feedback from customers and work with the product development team to improve offerings based on market needs.
3. Address customer inquiries, complaints, and concerns promptly and professionally.

### **Market Expansion and Brand Awareness**

1. Represent D&M Group International Ltd at trade fairs, exhibitions, industry conferences, and networking events to promote the brand and attract new business opportunities.
2. Develop partnerships with relevant organizations, NGOs, and government institutions to enhance brand visibility and impact.
3. Spearhead corporate social responsibility initiatives that align with the company's mission and vision.

### **Reporting and Performance Analysis**

1. Track and analyze sales performance data to identify trends and areas for improvement.
2. Prepare regular reports on marketing campaigns, sales achievements, and customer engagement.
3. Provide insights and recommendations to senior management to support strategic decision-making.

### **Qualifications and Experience:**

1. Bachelor's degree in Marketing, Business Administration, Sales, or a related field.
2. At least 5 years of experience in marketing and sales, preferably in the FMCG or agro-processing sector.
3. Proven track record of achieving sales targets and driving business growth.
4. Strong knowledge of market trends, consumer behavior, and competitive strategies.
5. Excellent communication, negotiation, and interpersonal skills.
6. Proficiency in digital marketing, including social media management and e-commerce strategies.
7. Ability to work independently and lead a team effectively.

### **What We Offer:**

1. A dynamic and growth-oriented work environment.
2. Performance-based Salary.
3. Opportunities for professional development and career advancement.
4. The chance to be part of a company that is making a tangible impact in the agricultural value chain and food industry.