



CHIMPANZEE TRUST

CHIMPANZEE SANCTUARY AND WILDLIFE CONSERVATION TRUST

JOB SPECIFICATION FOR THE POSITION OF THE BUSINESS DEVELOPMENT MANAGER, CHIMPANZEE TRUST

MINIMUM QUALIFICATION

- Applicants should have a Masters' Degree in Marketing, Business Administration and Economics.
- Possession of professional marketing qualifications such as CIM or Project planning and management is an added advantage.

Applicants should have:-

- An in-depth understanding of marketing strategies and be able to boost marketing for the Chimpanzee Trust products to all stakeholders.
- Proven experience in product development and marketing, public Relations and resource mobilization.

Working Experience & skills

- Should possess at least 3 years work experience in Business Development and Marketing in a busy service environment.

Skills

- Strong negotiation skills;
- Excellent Networking skills;
- Marketing skills; Excellent communication and presentation skills;
- Experience in resource mobilization,
- Planning and budgeting;
- Interpersonal Skills;
- Resource mobilization and lobbying;
- Team Building.

DUTY STATION:

- Chimpanzee Sanctuary and Wildlife Conservation Trust Head Office in Entebbe, Uganda

CONTRACT DURATION:

- Four (4) years. Renewable on satisfactory performance and mutual agreement.

PROBATION PERIOD: Six (6) Months

Reports to: **EXECUTIVE DIRECTOR**

Supervises: **Marketing Team**

1. PURPOSE OF THE JOB:

- Responsible for developing and managing Chimpanzee Trust businesses.
- To plan, implement and coordinate all marketing and business activities of Chimpanzee Trust

2. KEY FUNCTIONS:

- Develop the institution's business directly and through references.
- Manage product development and diversification
- Researching business opportunities and viable income streams
- Following industry trends locally and internationally
- Drafting and reviewing contracts
- Reporting on successes and areas needing improvements
- Design and Market Chimpanzee Trust's products
- Retain the existing customers.
- Prepare & implement business plan/activities, Meet Chimpanzee Trust's marketing and sales targets
- Provide leadership and direction to Chimpanzee Trust's sales and marketing team.
- Plan and prioritize business activities and customer/prospect contact towards achieving agreed business aims.
- Develop marketing and sales tools and ensure availability of sufficient marketing and promotional materials at all times.
- In liaison with the Finance team, monitor and oversee the performance of all business units.

3. KEY SKILL SET REQUIREMENTS

- High-level communication skills
- Stakeholder management skills
- Proven ability to negotiate
- Experience with design and implementation of business development strategy
- Conflict resolution
- The ability to self-motivate and motivate a team
- Experience working to and exceeding targets

4. KEY OUTPUTS:

- Product development with clear plans set in place for implementation
- Business growth evidenced in customers / clientele retention and recruitment
- Increased revenue from business through engagements in the most profitable ventures.
- Contribution to the formulation and implementation of strategic and management plans

5. PERFORMANACE INDICATORS

- The percentages of achieved targets against the planned targets in respect of plans and strategies.
- Number of new products developed.

Percentage increase in the clientele base which resonates to increase