



# Bible Translation & Literacy E.A

P. O. Box 44456 - 00100, NAIROBI, KENYA. Tel. +254 -722 209606.

## OPPORTUNITY TO SERVE

### SALES AND MARKETING OFFICER

BTL, a Christian faith-based organization involved in language development, Bible translation, literacy, and community development among minority languages in Kenya, is seeking to recruit a highly motivated and skilled born-again Christian in good standing, demonstrated spiritual maturity, integrity, and a calling to serve to join our team in the above position.

The Sales and Marketing Officer will primarily be responsible for coordinating, developing, and implementing sales and marketing strategies to increase brand awareness and drive revenue growth for BTL products and services including Tafsiri Printing Press, Bibles and motivational book sales, Tafsiri drinking water, and Translation Services.

#### **Duties and responsibilities:**

- Develop and implement effective sales and marketing strategies to achieve revenue targets as per the set goals and plans.
- Develop and execute marketing campaigns to drive lead generation and customer acquisition.
- Build and maintain relationships with key customers and partners such as schools, churches, bookshops, and any other relevant institutions and business partners to promote the sale and use of BTL products and services.
- Collaborate with cross-functional teams to develop and execute sales and marketing initiatives.
- Publicize and market BTL products and services through social media, BTL website, person to person and any other forums.
- Conduct market research and analyze data to identify trends and opportunities.
- Stay up-to-date with industry trends and best practices.
- Monitor and report on the effectiveness of marketing campaigns and adjust strategies as necessary.

#### **Qualifications:**

- Bachelor's degree in Sales & Marketing, Business Administration, or related field.
- Proven track record of success in sales and marketing roles of at least three years.
- Strong communication and interpersonal skills.
- Excellent analytical and problem-solving abilities.
- Ability to work independently and as a team player.
- Good knowledge of the Microsoft Office suite.
- Familiarity with marketing automation platforms and CRM systems.
- Strong understanding of digital marketing channels and tactics.
- Good networking skills.
- Flexible to work extra hours including weekends, and holidays.
- Reliable, dependable and works under minimal supervision.
- Creative, innovative and able to implement ideas that will generate sales and increase revenues.
- Proficiency in driving.

Applications, clearly indicating the position, along with a detailed CV, copies of certifications, and three referees (professional, social and church), as well as the applicant's mobile phone number(s) and those of the referees, to be **emailed** to the address below by **Friday, 26<sup>th</sup> May 2023**.

**Human Resources Manager**

**Email : [careers@btlkenya.org](mailto:careers@btlkenya.org)**

*Only short-listed candidates will be contacted*