

Vacancy for Sales and Marketing Officer (Head Office)



E-Kade.com
BEST QUALITY RURAL PRODUCTS

BERENDINA MICRO INVESTMENTS COMPANY LIMITED (BMIC)

The Organization:

Berendina Micro Investments Company Limited is a licensed microfinance company (LMFC) approved by the Monetary Board of the Central Bank of Sri Lanka under the Microfinance Act, No 06 of 2016. It is a leading development organization dedicated to poverty alleviation in Sri Lanka through innovative best practices in microfinance, small business development & other strategies. BMIC manages a loan portfolio of around LKR 3 billion representing a client base of approximately 90,000 through its 30 branches located in rural areas.

In addition to credit, the Company provides Enterprise Development Services (EDS) to improve requisite skills & knowledge of clients in existing business ventures and new ventures.

Berendina group also has a not for profit organizations namely Berendina Development Services (Gte) Ltd which implement various other forms of poverty alleviation programs in the country with a budget over Rs 230 million a year.

We are looking for an experienced, proactive, self-motivated, sales-driven and customer-oriented Sales and Marketing Officer to run the online and physical market of ekade.lk for small producers. The Sales Marketing Officer's responsibilities include improving the sales strategies, increasing the sales, building the customer base, increasing the products range, creating meaningful partnerships with stake holders, maintaining the digital marketing platform and preparing proposals and reports.

Job Profile:

The candidate will work closely with customers, producers, market players, branch level staff and report to the Enterprise Development Manager. The ideal candidate should be able to work under well-structured and disciplined management environment with minimum supervision.

Qualifications and Experience:

- ❖ Having adequate knowledge and experience in all aspects of developing and maintaining marketing strategies and improving sales.

- ❖ A bachelor's degree in Business Administration/ Marketing/ Business Development/ Agriculture/ Entrepreneurship from recognized institutions will be an added advantage.
- ❖ Knowledge and experience in e-marketing
- ❖ Proven sales promotion experience and results orientation and meeting targets.
- ❖ Should be a person has passion in marketing and sales field.
- ❖ Strong analytical and problem-solving skills.
- ❖ Excellent negotiation and consultative sales skills.
- ❖ Exceptional customer service skills.
- ❖ Good knowledge in Microsoft applications (MS Word, Excel & Power Point).
- ❖ Good English writing and speaking ability.
- ❖ Age preferably should be below 45 years.

Salary: Negotiable and market based attractive remuneration package will be offered depending on the qualifications and experience.

Berendina offers Health insurance, EPF employer contribution of 15% & ETF and special allowances. The organization also offers career development training opportunities locally and at times internationally.

How to Apply:

Please apply with your comprehensive CV with the contact details of two non-related referees **from your previous employment** to the following E-mail address careers@bmi.berendina.org indicating **Post of Sales and Marketing Officer** in the subject line of the E-mail.

The closing date for applications is 07 days from the published date.

The shortlisted candidates only will be contacted.

Head of HR & Administration
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