

Job Advert

Technical Product and Sales Officer



Job Title	Technical Product & Sales Officer	Reporting to	Social Marketing Lead3
Location	Nairobi	Probation Period	Months

MSI Reproductive Choices Kenya is an NGO registered in Kenya. We are affiliated to MSI. Together we deliver post abortion care, quality sexual and reproductive health care and family planning to millions of the world's poorest and most vulnerable women. We want to make sure that women have a choice when it comes to having children and that death by unsafe abortion is reduced.

We are seeking to recruit the Technical Product and Sales Officer who will be reporting to Social marketing Lead and will be responsible for driving the marketing and launch of new products while conducting in-depth market research to identify opportunities for new products and supporting their development and introduction into the market. This role combines technical expertise, strategic market analysis, and cross-functional collaboration to ensure the successful delivery of innovative solutions that meet market demands.

The primary responsibility of this role is to further our Goal: **THE PREVENTION OF UNWANTED BIRTHS** and its mission of ensuring the individual's right to: **CHILDREN BY CHOICE NOT CHANCE**

The post holder commits to and is held accountable to MSI global core values:

mission driven	customer focused	results orientated	Pioneering	Sustainable	People Centered
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Key Responsibilities Measure

1. New Product Portfolio Strategy and Market Research

- Conduct comprehensive market research to identify high-demand, low-supply opportunities for new products.
- Develop a pipeline of innovative product ideas informed by market trends, consumer needs, and competitive analysis.
- Collaborate with internal and external stakeholders to assess feasibility and align on product development initiatives.
- Analyze data on market dynamics, competition, and consumer preferences to guide strategic decision-making.

2. Support New Product Portfolio Strategy and Launch

- Assist in launching new products by working closely with Global Marketing and Regulatory teams to adapt files for registration (e.g., product artwork).
- Gather data to support product specifications, including competitor analysis for pricing, packaging configuration, promotional packs, and artwork design.
- Collaborate with the global Legal team for trademark submissions, including global

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trademark searches and exploring local trademark options when required.

3. Product Launch Materials and Communication

- Develop and deliver launch materials and communication plans for internal and external customers, including preparation for Pharmacy and Poisons Board (PPB) submissions.
- Champion the product pipeline by assisting local teams in securing incremental funding for product launches.

4. Business and Market Analysis

- Analyze the business environment, competitive landscape, and market trends using marketing tools to build robust business cases and support Marketing and Sales Plans for new products.
- Conduct SWOT analyses, set marketing objectives and strategies, and create timetables to ensure alignment with brand plans.
- Identify critical success factors and necessary actions to achieve product and brand goals.

5. Trade and Consumer Marketing Optimization

- Develop and optimize trade and consumer marketing campaigns for product launches and promotions.
- Oversee the creation and activation of best-in-class POS (Point of Sale) materials both in-store and online to maximize consumer engagement, brand presence, and product awareness.

6. Supply Chain Coordination and Forecasting

- Work with the Supply Chain team to provide commercial sales information on new and existing products, supporting accurate volume forecasts for suppliers.
- Ensure all activities adhere to launch timelines and maintain alignment with cross-functional teams.

Skills and Experience

Qualifications:

1. Bachelor's degree in Pharmacy, Biological sciences, Marketing, Business Administration, Product Development, or a related field.
2. Proven experience in product marketing, product development, or sales in a related industry.
3. Familiarity with the regulatory environment for product registration and trademarks.
4. Knowledge of supply chain processes, including forecasting and inventory management.
5. Certification or training in market research or strategic marketing is an added advantage.

Experience:

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- 3-5 years of experience in product marketing, product development, or sales in a related industry.
- Demonstrated experience in conducting market research and competitor analysis.
- Proven track record of successfully launching products and managing end-to-end product lifecycles.
- Hands-on experience in working with cross-functional teams such as Regulatory, Supply Chain, and Sales.
- Exposure to working in a dynamic and competitive market, particularly in social marketing or consumer goods.

Skills:

- Strong analytical and market research skills to identify market gaps and trends.
- Expertise in product development and marketing strategy formulation.
- Proficiency in preparing and presenting business cases using marketing tools.
- Excellent communication and project management skills to coordinate with internal and external teams.
- Ability to work with regulatory, legal, and supply chain teams for product registration and compliance.
- Skilled in developing and optimizing trade and consumer marketing campaigns.
- Competence in using data to make informed decisions on pricing, packaging, and promotional strategies.

Attitude / Motivation:

- Proactive and results-oriented, with a strong focus on achieving goals.
- Innovative mindset, constantly seeking creative solutions to challenges.
- Collaborative team player, willing to work across diverse functions and teams.
- Attention to detail, ensuring precision in market research, data analysis, and launch materials.
- Adaptable and resilient in a dynamic and competitive market environment.
- Customer-focused, with a deep understanding of consumer needs and preferences.
- Committed to continuous learning and professional growth.

How To Apply

Suitable and qualified internal and external candidates should fill in his/her details via <https://hcm.mariestopes.or.ke/recruitment.jsp?view=1:0> and email one document combining an application letter and CV to pd@mariestopes.or.ke on or before **26th January 2025**. The subject of the email should read **Technical Product and Sales officer**. The applications shall be reviewed on a rolling basis. **Do not attach** certificates and testimonials. MSI reproductive Choices Kenya is an equal opportunity employer and does not ask for fees at any stage of the recruitment process. Successful candidates must abide by MSI's Antifraud & Bribery Policy and Safeguarding Policy, including protection of children and vulnerable adults.