

Job Title: MARKETING MANAGER-ANIMAL HEALTH-MT. KENYA.

The overall objective of this position is to increase Twiga's footprint in the assigned area and grow market share for Twiga Animal Health/Nutrition products in Mt. Kenya.

The Marketing Manager is expected to continuously Propose, Design, execute appropriate demand creation activities for assigned area to grow Small Scale (SS) and Medium Scale Farms (MSF) business



Key result areas for successful candidate;

1. Achieve assigned monthly product movement targets in the assigned area.
2. No of MSFs registered and participating in Twiga Farmer partnership Scheme (FPS) on monthly basis.
3. Growth in Business AH Business in the assigned area.

Key responsibilities of the successful candidate;

- ✓ Develop a training schedule/calendar of activities for the Small Scale (SS) Dairy sector covering North Rift /Western and oversee its effective implementation in conjunction with the Territory Manager(s), Team leader (TL) and Field Operations Assistant (FOA) for the area.
- ✓ Develop the Medium Scale Farms Dairy business in the assigned area
- ✓ Participate in key Territory Manager's (TM) marketing activities in the target pocket. The activities can be organized trainings for Farmers/farmer groups, Dairy Co-operative societies, Stockists, Artificial Insemination (A.I) practitioners, ParaVets, Dip committees etc. with the intent of increasing Twiga market share.
- ✓ Audit Territory Manager (TM) activities e.g. Demonstrations and trainings being done in the assigned pockets to ensure they are up to expected standard and to geared towards yielding the expected results.
- ✓ In conjunction with the FOA/TL, analyze training /activities done in the previous month, their Impact on business and recommend improvements.
- ✓ Set up strategic demonstration with key/ influential farmers/Medium Scale Farms (MSFs) in the targeted pockets to grow Medium Scale Farms (MSF) Business in the assigned area.
- ✓ Work closely with Organized farmer groups/Co-op societies/Medium Scale farms/large scale farms/A. I practioners, ParaVets etc. in the targeted areas and have them enlist Twiga products as their preferred choices for disease/pest/nutrition management in their livestock.
- ✓ Develop, register, maintain and regularly update database for Dairy MSFs in the assigned area.
- ✓ Gather market intelligence especially regarding competition, analyze and recommend suitable actions/way forward.
- ✓ Identify active NGOs/stakeholders in the Dairy/livestock industry in the pockets of interest and work closely with such groups to ensure Twiga products become their solutions of choice.forward.

Key Requirements.

1. Ability to work in a team, network with others and respect their ideas.
2. Discuss demand creation plans with Operations Manager&Business Development Manager-AH and then implement what is agreed.
3. A cheerful, outgoing personality.
4. Excellent verbal communication skills esp. ability to speak passionately about Twiga products
5. A person who respects and follows instructions from the organization

Qualification.

1. Degree/Diploma in Animal Health or related field
2. At least 3 years' experience in Sales/Marketing Animal Health/Nutrition Products.
3. Adequate understanding of the Dairy livestock Sector in Mt.Kenya Region.



To apply, Send CV and cover letter to hr@twiga-chem.com or info@twiga-chem.com by Friday 15th May,2026.