

Marketing Officer | Kenya | Meru or Kiambu



About Sistema.bio

Sistema.bio is a leading social enterprise operating in Latin America, India, and Africa by bringing technology, training and financing to farmers. Headquartered in Mexico City, Sistema.bio promotes a world where waste is a resource, and farmers are empowered and productive. **We manufacture, sell, install and finance our patented biodigester systems for small and medium scale farmers to convert their waste into economic, health and environmental benefits.**

By the end of 2021, our goal is to have installed biodigesters for over 200,000 people in 15 countries where they lack access to clean, renewable and cost-effective energy.

Sistema.bio is the 2019 Ashden Clean cooking Awards winner and the 2017 Buckminster Fuller Institute Finalist. Our Founder Alex Eaton is an Ashoka and Endeavor Fellow.

You can be a part of this impact story!

Who is the Marketing Officer at Sistema.bio?

Reporting to the Area Sales Manager in your hub, you will be responsible for all the brand and product awareness of Sistema.bio in the region, mostly by holding farmer forums and demonstration events

You'll be in charge of:

- Ensuring all team members at the Hub Level have the brand resources they require to perform their duties
- Planning, organizing and implementing below the line marketing activities in the field (demo events, farmer forums) according to brand guidelines

- Presenting Sistema.bio in front of a large group to maximize leads generation for the sales team
- Preparing monthly marketing plan and budget at hub level according to the sales team's needs
- Regularly doing a competitor analysis and communicate the results to HQ
- Representing Sistema.bio in front of all stakeholders and set up synergetic marketing partnerships

More about YOU

- You enjoy supporting team members in achieving their goals
- You love speaking in front of an audience
- You can switch instantly from speaking with a farmer to the Managing Director of a cooperative
- You have a self-starting mindset and have demonstrated strong persuasion with a variety of audiences
- You build great relationships and are a strong verbal and writing communicator in English and the local language
- You are a result-oriented person with excellent attention to detail
- You are passionate about providing farmers with solutions to save time and money!

What it is like to work at Sistema.bio

- **Passion and purpose:** working at Sistema.bio, you'll be able to work with a very passionate team and have a real social and environmental impact every day.
- **A growing team with growing opportunities:** Sistema.bio plans to double in the coming years. This growth is opening new roles, new countries, new departments that can keep offering new opportunities for our team's careers and aspirations.
- **Time in the field with the customer:** at Sistema.bio, we are passionate about knowing and serving our customers, small and medium-scale farmers. We want you to be able to spend time in the field with them and genuinely understand their problems, their everyday concerns and connect with them.
- **We care about your career progression:** we have a strong culture of training and investing in developing our people. As a Sistema.bio employee, you'll have weekly check-ins with your manager, access to training programs, and clear tracking of your performance twice a year.
- **Entrepreneurial culture:** Your ideas matter. We believe in people owning their projects and being able to take responsibility for them.
- **Work-life balance:** at Sistema.bio, we know you're at your best when you're rested and healthy, therefore we give you unlimited holidays, parental leave, pay for your health protection and give you options to work remotely when needed.

Location, travel and start date

- Meru or Kiambu counties (Meru town or Githunguri)
- Travel in the county and neighbouring counties 80% of your time
- Starting on the 1st of September

What our employees say about us

Find out more: <https://sistema.bio/opportunities/>

Do you feel that this describes you and want to apply?

Please send us by email at cedrick@sistema.bio with the following:

- A CV
- A cover letter answering the questions below
- 2 references

Here are questions to answer in your cover letter:

- What makes you unique?
- Tell us why your prior experiences make you the perfect fit for this role. Why now?
- What are the top values and priorities that guide your work?
- Which countries have you lived, worked or studied in?
- What will it take for Sistema.bio to reach 5000 farmers by the end of this year? Be specific.