

JOB DESCRIPTION

Title	Portfolio Officer
Reports to	Portfolio Manager: Inputs Supply
Based at	Eastern Region, Machakos

Context and Purpose

The Portfolio Officer will support the Inputs Supply Sector team in implementing KMT's strategies by selected market actors within the Eastern Kenya region.

Specifically, the officer will be responsible for management and support of partner agrodealers as well as the establishment of the Machakos Co-operative (MCU) retail model

Position Objective:

Implement strategies geared towards the improvement of business management practices by selected inputs retailers operating within the agriculture segment

Key Tasks

Key Indicators

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1. Identification and selection of inputs retail partners	<ul style="list-style-type: none"> No, quality and appropriateness of partners selected.
2. Propose innovative strategies for the development of inputs retailers, for consideration by the sector head.	<ul style="list-style-type: none"> No of new and impactful strategies developed % of suggested innovations adopted.
3. Facilitate the implementation of approved strategies by selected partners through a variety of approaches including meetings, ----- etc.	<ul style="list-style-type: none"> Agreed strategies sustainably adopted by the partner organizations.
4. Support selected inputs retailers to put in place modern retail business management practices aimed at improving their performance, such as linkages with ICT firms, training institutions for staff training, etc.	<ul style="list-style-type: none"> Improved staff skills and capability. Enhanced usage of ICT for business management
5. Guide selected agrodealers in setting up inputs distribution systems including: <ul style="list-style-type: none"> - Village Agent Networks - Preferred stockists model and - Buying clubs Tied to this will be the management support for the retailers to implement these strategies	<ul style="list-style-type: none"> Prevalence of the recommended distribution systems amongst the selected the agro-dealers Increased sales amongst the agro-dealers adopting the recommended systems? Do you feel comfortable including this?
6. Promote linkages between retailers and SME marketing firms to aid the commercialization of marketing and customer care training.	<ul style="list-style-type: none"> Sales Monthly/ weekly village promotions held Marketing materials developed for – product information
7. Work with the agrodealers to develop internal guidelines for conducting effective live in-community product/service promotional events and using a range of product promotional techniques to attract smallholder farmers.	<ul style="list-style-type: none"> Focus Groups carried out and Individual Follow ups Review Meetings and one on one informal Sharing with agrovets/agents
8. Organise inputs retailers' training in the areas of: <ul style="list-style-type: none"> a. Product/Service knowledge 	

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<p>b. Promotional techniques c. Customer Service d. Administrative and record keeping procedures</p>	
<p>9. Promote the design, launching and commercialization of services by agrodealers, for instance: spray services, soil testing services etc.</p>	<ul style="list-style-type: none"> • Identification and selection of potential commercial sprayers. • Payment options established (direct salary, commission, combination, etc.) • Guidelines for training sprayer service providers and certification developed
<p>10. Encourage and guide inputs retailers to establish strategic linkages with partners including agricultural equipment supply firms, financial institutions and seed companies</p>	<ul style="list-style-type: none"> • New partnerships developed between the retailers and strategic partners • Financial products developed for inputs retailers • Seed companies engaging in joint marketing efforts with agrodealers
<p>11. Conduct monthly business reviews for partners using a range of tools as developed by KMT management</p>	<ul style="list-style-type: none"> • Monthly trending data reports
<p>12. Engage with the media, ICT and Marketing teams within KMT in development and implementation of suitable products for inputs retailers</p>	<ul style="list-style-type: none"> • Co-ordination meetings held with relevant teams • Tools /systems developed for inputs retailers • Inputs retailers adopt use new systems for ICT, marketing • Inputs retailers adopt use of media for farmer outreach
<p>13. Support management/establishment of an inputs retail model for Machakos Co-operative</p>	<ul style="list-style-type: none"> • 1 co-operatives' inputs retail model established
<p>14. Conduct review meetings with stakeholders</p>	<ul style="list-style-type: none"> • Monthly /quarterly meetings conducted with partner inputs retailers, KMT staff and other relevant stakeholders
<p>15. Co-ordinate and support the KRT team in monthly data collection and report generation</p>	<ul style="list-style-type: none"> • Timely submission of monthly trending data for specified market actors • Timely data collation for quarterly and annual reports in co-ordination with the team