

UGANDA HEALTH MARKETING GROUP LTD.

EMPLOYMENT OPPORTUNITY

Organizational Description:

Uganda Health Marketing Group Ltd. (UHMG) is a Company Limited by Guarantee, whose Vision is “A good life for all Ugandans”. We envision a Ugandan society with good life, when products and services in Reproductive Health, HIV, Malaria and Child Health are accessible, affordable and effectively utilized by all those in need. Our Mission is “To improve the quality of life of Ugandans, through the provision of superior and affordable health care solutions.” Our Core Values are; Integrity, Transparency, Accountability, Teamwork, Excellence, Flexibility, and Equity (FIATTEE).

UHMG is currently expanding and is seeking a dynamic qualified individual to fill the following position as part of its team.

POSITION : BRANDS OFFICER - (2 POSTS)
DUTY STATION : UHMG HEAD OFFICE - KAMPALA
REPORTS TO : SOCIAL MARKETING MANAGER

Job Summary:

The primary responsibility of this position is to provide professional support in the development, implementation, and monitoring of the activities and performance of the UHMG brands as per the set brands strategies. The Brand strategies will be based upon robust consumer insights that will unlock the future potential of the USAID Brand Portfolio. S/he will assist the Social Marketing Manager in the development of brand marketing plans and associated budgets, and in the areas of brand innovation, promotion and management, and shall work closely with the field teams to ensure that all brands field activity plans are communicated and incorporated into the monthly field activity plans.

S/he will assist in ensuring achievement of the planned volumes, market share, brand health measures and marketing budget, and hence will require a fast learner, self-driven, seasoned and experienced person with skills to manage and oversee these technical areas.

The person should have the capacity to work under minimum supervision and maintain a clean administrative and transparent system while adhering to set procedures. S/he should be detail and results-oriented, have strong conceptual, analytical and reporting skills with expertise in information gathering, analysis and timely reporting, be proactive in instituting innovative, sustainable, and cost-effective interventions, and work dedicatedly to fulfill the organization’s goals, while upholding the Core Values of UHMG

Essential Job Functions:

The Brands Officer will be specifically responsible for the following tasks:-

1. Work closely with the Social Marketing Manager to develop and implement brand strategies with the aim of growing awareness, demand and market share in line with the marketing plan.
2. Assist in formulating and conducting brand promotional activities to increase customers and consumers’ product knowledge and support secondary shelf off-take in the trade.

3. Support partnerships with key corporate organizations and Social Enterprise Organizations (SEOs) to increase uptake.
4. Maintain productive relationships with the sales and promotions teams, coordinate media and marketing agencies to ensure full and impactful execution of brand promotion activities.
5. Work to build brand equity through proper planning, execution and evaluation of various brand promotional activities as a brand custodian, and assisting in the planning, execution and evaluation of various marketing activities.
6. Generate individual brand operational plans, oversee grass root execution and provide evidence-based and consumer insight reports to guide innovative strategies.
7. Ensure that adequate supplies of promotional and point of sale materials are available and provided to the field implementing teams.
8. Participate in consumer and market research activities to address problems, challenges and opportunities to understand why brand objectives are/are not being met and provide recommendations on consumer insights, brand health analysis, market review, etc. Identify new business opportunities for brand growth.
9. Conduct regular market visits to be constantly aware of ongoing and new activities in the trade. Collect market intelligence on trends that have an impact on the brands' performance and develops appropriate and timely responses to market feedback and quick action to address issues arising.
10. Undertake any other duties as may be assigned from time to time by the Social Marketing Manager.

Minimum Requirements:

Bachelor's Degree in Commerce, Marketing, or Business Administration, or related field. Post graduate Diploma in Brand Management, Sales and Marketing is essential. A professional/certified qualification, e.g. CIMA is an added advantage. At least 4 years' relevant experience working in the field of brand marketing experience in FMCG company or donor environment, with proven track record in areas of brand management, campaign development, execution and evaluation. Experience working with USAID programs will be an added advantage. Demonstrable results in previous work environment should reinforce claims to this experience. A motivated, focused, disciplined professional, with the drive and dynamism to work under pressure with competing deadlines, and possess the ability to make an immediate impact. Possess excellent communication, interpersonal, analytical and result-oriented skills, and experience in managing objectives with the customer in mind. Good judgement, initiative, high sense of responsibility, tactful, ability to plan, organize and measure outcomes of interventions. Exemplary and honest, with a high level of energy and integrity, and able to work under minimum supervision. Flexible, innovative, with good record keeping, communication, presentation, report-writing, and interpersonal skills. Team player with the ability to make positive contributions.

Delivery Guidelines:

Please deliver your resume (CV), copies of certificates, references, and cover letter **clearly indicating position applied for on the "top left-hand side of the envelope"**, to the UHMG Office Reception, addressed to The Human Resource Manager, Uganda Health Marketing Group Ltd. (UHMG), Plot 20-21, 27-28, Martyrs Crescent, Ntinda.

The deadline for receipt of applications is **4:00 pm or 16:00 hours (East African time) on Tuesday 1st November 2017**. Only short-listed candidates will be contacted.

All documents submitted by applicants towards this recruitment process shall become the property of UHMG.

Any attempt by an applicant or their representative, acting on their behalf, (within and/or outside UHMG) to influence the recruitment process in their favor will lead to automatic disqualification of that applicant.

PLEASE DELIVER YOUR APPLICATIONS TO THE UHMG RECEPTION.