

MARKETING MANAGER

JOB DESCRIPTION

Job Title : Marketing Manager
Reporting to : PASS Trust Director of Business Development
Location : Head Office

The Job holder to provide expertise and services in marketing, especially promoting PASS Trust businesses, services, products, and brands. This includes but not limited to development of marketing strategies and plans; Coordinating PASS Trust marketing activities, promoting linkages to key stakeholders for business purposes, promote PASS's businesses that will lead to generation of new business leads; preparing and managing marketing budgets and analyze trends; and oversee marketing department employees.

MAIN RESPONSIBILITIES OF THE MARKETING MANAGER WILL BE AS FOLLOWS:

- Promote and position PASS Trust as a leading think-tank for facilitating access to financial and business development services for agribusiness entrepreneurs in Tanzania.
- In collaboration with the PASS Thematic Head, develop, optimize, implement, monitor, and track the results of communication strategies for the different thematic areas.
- Contribute to and support the Director of Business Development and the management team with the development and implementation of the broader organizational strategies and business plan.
- Coordinate internal communications ensuring important information is shared effectively across the organization. Devise innovation approaches to stimulate discussion, share knowledge and learnings about PASS project and promote cross-thematic collaboration.
- Develop and manage relations with stakeholders through activities designed to support the goals and objectives of the different thematic areas and the overall strategic direction of PASS.
- Organize and attend promotional events such as press conferences, exhibitions, tours, and visits.
- Build and protect PASS's corporate image and identity.
- Manage the PASS website and social media channels ensuring the appearance is visually appealing, the content is relevant, up-to-date and user friendly. Monitor and evaluate digital trends and propose ways of boosting engagement with online target audience. The same includes to create contents and grow search engine optimization for the PASS's website.
- Lead market research efforts to uncover the viability of current and existing products/services.
- Research, write and distribute press releases and briefings to targeted media.
- Monitor news media, share important highlights, and mentions of PASS's work and thematic trends and identify opportunities for PASS to engage with media practitioners and to share internally generated content with wider audience.
- Manage media relations effectively and ensure that activities that PASS engages in receive positive publicity in the media.
- Monitor current campaigns, ensuring their staff meets deadlines and complete necessary tasks on timely manner.
- Coordinate matters related to protocol and public relations.
- Respond to general queries for information.
- Produce marketing and promotional materials.
- Oversee and manage the production and dissemination of PASS publications including quarterly newsletter, public annual report, reviews, insights and updates and other project driven outputs.
- Coordinate and deliver effective events in collaboration with colleagues e.g., seminars colloquia on research topics, launches of new projects/initiatives and research reports, professional education, media briefings and stakeholder consultations.
- Conduct regular situation analysis and perception surveys of PASS audiences to establish the knowledge, attitudes, and practices of target recipients of PASS' regular communications.
- Analyze data to evaluate the success of marketing efforts and come up with new ideas to improve brand marketing and exposure.
- Promote positive community relations through events such as open days and involvement of PASS in community initiatives.
- Prepare and manage the communications budget.
- Performing other duties as advised by management from time to time.

EDUCATION AND QUALIFICATION REQUIREMENTS

- Bachelor's degree Marketing, Public Relations, Business Administration, or related discipline from a recognized University/institution.
- Possession of a master's degree, knowledge of Agricultural Financing and its related policies, procedures will be an added advantage.
- At least eight (8) years working experience in Marketing and Corporate Affairs, four (4) of which must be in a senior position.
- Computer literate.
- Strong interpersonal and organization skills.
- Skills in formulating and implementing marketing initiatives.
- Excellent written and oral communication skills with the ability to write documentation in a concise and focused style.
- Must be a team player, very self-motivated and able to manage and prioritize workload with minimum.
- Must be computer literate.

ESSENTIAL SKILLS

- Understanding of traditional and emerging marketing channels
- Excellent communication skills
- Excellent linkages with the agriculture society, stakeholders, and the government
- Ability to think creatively and innovatively.
- Budget-management skills and proficiency
- Professional judgment and discretion that comes from years of experience in the field.
- Analytical skills to forecast and identify trends and challenges.
- Familiarity with the latest trends, technologies and methodologies in graphic design, web design, production, etc.

ZONAL MANAGER

JOB DESCRIPTION

Job Title : Zonal Manager
Reporting to : Business Development Manager
Location : Zonal offices

The job holder is responsible for overseeing the zonal key performance strategic goals that include zonal employees' supervision, developing and attaining Business growth goals, managing the PASS (Private Agricultural Support Sector) Trust Credit Guarantee portfolio risks, delivering customer experience and management of client account relationship with partner institutions within Their jurisdiction.

MAIN RESPONSIBILITIES OF THE ZONAL MANAGER WILL BE AS FOLLOWS:

- In close liaison with the PASS Trust Business Development Director, plan the Business operation program for the branch in accordance with overall PASS Annual business plan and ensure that key performance indicators are achieved.
- Proactively build and maintain effective working relationships with all agricultural/agro-business stakeholders in the respective Zone to develop the visibility and growth of PASS Trust business.
- Implementing PASS Trust strategy of acquiring and maintaining the credit guarantee portfolio and fulfilling clients' requests, proper maintenance, recovery solutions where necessary professionally.
- Ensure daily zonal operational activities are managed in an effective and efficient manner.
- Execute the zonal employee's supervision to ensure employees comply to the PASS Trust human resources policy.
- Review work performance of staff in the zonal office including their development, appraisal, training, and welfare in line with the PASS Trust objectives.
- Ensure that branch assets- office equipment, stationary etc. are in proper order. Pay specific attention to safety of vehicles ensuring strict control on movement of same through logbooks and it being used for official purpose only.
- Articulate business knowledge and ensure zonal teams advise clients on financial and economic trends that could affect their businesses and assisting clients to acquiring credit facilities from collaborating Banks.
- With assistance from Finance department, ensure that the accounts officer is maintaining proper books of accounts including basic accounting controls like daily verification of cash in hand, bank reconciliation statements, accounting of receipt/payments.
- Ensure that expenditures are incurred within limits of the sanctioned budget and within the approved limit. She/ He will ensure timely submission of various periodical reports-finance and accounting, operational results as required for monitoring and evaluation framework.
- Manage the budget under him/her which include recommendation of invoices for payments and proposals/quotes, preparation of budgets for the unit and give inputs to the overall Trust activity plans and budgets.
- Making pre-evaluations of proposals presented for support and assisting entrepreneurs in improving the proposals into Business Plan of acceptable standards. The utmost care must be

- taken to ensure proper screening and analysis of application to control the level of default to a maximum of 5% per officer and for the branch and PASS in general.
- Identify entities, key stakeholders, and Partners in the Agri value chain with potential to bring impact in the agriculture sector.
 - Ability to identify opportunities within the PASS Trust ecosystem. She/ He should ensure that, all necessary and relevant Trust records are kept and updated as required.
 - Identification and preparation of solutions for solving bottlenecks in agricultural value chains e.g., production, market access, processing, appropriate mechanization etc.
 - Liaise with relevant key local authorities in the respective zones to identify and promote investments in agriculture and agro business in the zone. This will include Chamber of commerce, training centers, MVIWATA, Agricultural officers, Traders, processors etc.
 - Marketing of PASS products and services, Promoting and informing the role of PASS Trust to the agricultural sector, at meetings with potential clients, at visits to clients, participating in key stakeholders' forums and financial institutions etc.
 - Monitor the performance of Loan portfolio, follow up with the partners financial institutions, tracking and identifying portfolio guarantee from partner financial institutions. Analysis and reporting classification of loan portfolio
 - Supervise BDOs (Business Development Officer) to monitor performance of the clients to ensure that implementation of the investments is as proposed in the respective business plans and budgets. If not, remedial measures be taken promptly.
 - Undertake supervisory role to support portfolio management and support services, including preparing reports and briefs, coordinating resources, maintaining documentation, and contributing to the implementation and monitoring of portfolio plans.
 - Ensure that the branch activities adhere to approved PASS policies and procedures as given in government manuals, staff regulations, finance, and accounting manual etc.
 - Creating business development plans and forecasting targets and growth projections from the available business pipeline
 - Implementing an acquisition strategy focused on building and maintaining high quality with long-term relationships with customers.
 - Liaising with colleagues to develop new business and marketing strategies to achieve the desired business key performing indicators.
 - Attending events such as exhibitions and conferences that will provide constructive linkages to the agriculture stakeholders.
 - Promote Intensive Green Growth to partners bank and in a working environment.
 - Perform any other duties and responsibilities as may be assigned by the supervisor.

EDUCATION AND QUALIFICATION REQUIREMENTS

- A business development specialist with good knowledge /Experience in Tanzanian agriculture and agribusiness development, in business planning, project analysis, evaluation and monitoring.
- A good academic background, minimum, bachelor's degree /postgraduate qualification in economics, agricultural economics, business administration, Finance, Accounts, Banking, or any similar related qualification backed up with extensive experience in business development/Sales.
- Knowledge in agricultural financing and experience in facilitation of lending to smallholder farmers including experience in negotiating with banks.
- Minimum 6 years' experience in business development, credit analysis and or relationship banking at managerial level.
- Adequate experience in agricultural supply chain interventions for enhancement of micro, small and medium scale agricultural development.
- Computer literacy with good analytics skills on excel.

BUSINESS DEVELOPMENT MANAGER

JOB DESCRIPTION

Job Title : Business Development Manager
Reporting to : Director Business Development
Location : Head Office

The job holder is responsible for developing business in support of the Business Development Manager, managing the credit guarantee risks, managing the PASS (Private Agricultural Support Sector) Trust Credit Guarantee portfolio risks, delivering customer experience and management of client account relationship with partner institutions.

MAIN RESPONSIBILITIES OF THE BUSINESS DEVELOPMENT MANAGER WILL BE AS FOLLOWS:

- Promoting the role of PASS Trust during the meetings with partner institutions, stakeholders, Potential clients etc., reaching them by distributing different promotion materials like handouts, posters etc.
- In close liaison with the Director Business Development, plan the Business operation program for PASS in accordance with overall PASS Business Strategy, annual business plan and ensure that the key performance indicators will be attained and or exceeded.
- Proactively build and maintain effective working relationship with all agricultural/ agri-business stakeholders in all areas of PASS operation to develop the visibility and growth for PASS business.
- Review business proposal received from branches, ensuring quality of business proposals presented to Director of Business Development for recommendation and approval.
- Managing Zones operations and setting on annual key performance indicators based on the annual strategies and budget, and ensure that, the target agreed is achieved. Ensure timely preparation and submission of all periodic reports to management, Board of Trustees, and other stakeholders.
- Follow up, Support and aliases with PASS Branches to ensure effective business growth and efficient relationships with bank officers at branch level, establish new business, business plans preparations and efficient submission of business plans to banks.
- Assist the branches in identification of demand for assistance and support from target groups in accessing finance from banks. This will cover SMEs in Primary and Secondary agriculture including agro-processing.
- Provide assistance to Zonal offices (branches) in identification of potential clients engaged in agriculture value chain with a challenge to access financing.
- Ensure timely submission of various periodical operation reports, operational results as required for the monitoring and evaluation framework.
- Assist branches in design and establishment of feasible models of activities at the smallholder farmer's levels, including diversification of crops, improvement of production practices etc.
- Making pre-evaluation of proposal presented for support and assisting entrepreneur in improving on proposals into business plans of acceptable standards.
- Making proposal for corporate clients in agribusiness looking for PASS Support to obtain credit facilities from collaborating banks.
- Identification and preparation of solution for solving bottlenecks in agriculture value chains e.g., production, market access, processing, appropriate, mechanization etc.
- Assist Agro- enterprises clients to obtain credit facilities from collaborating banks.
- Monitoring the performance of the clients in relation to respective business plans and budget.
- Planning, organizing, and managing the Trust's marketing events such as sponsorship/ donation, new product launches, outlet opening, annual report, press releases, announcing the Trust's Outreach and impact to community and other activities that the Trust supports to gain public attention through media.
- Cooperate with the Director of Business Development to implement and effective Quality assurance check on all work done by all branches. No work goes out of the office that has not been assessed and approved.
- Performing other duties as assigned by the management from time to time.

EDUCATION AND QUALIFICATION REQUIREMENTS

- Bachelor's degree in Business and similar disciplines, an advanced degree (MBA, M.Sc.) in Business is an added advantage.
- 7+ years' experience in business development, Agri - finance, agribusiness, relationship management, corporate strategy, financial analysis, business planning, agribusiness development, monitoring and evaluation at managerial level.
- 5+ years' experience in Credit risk management operation.
- Knowledge and experience in facilitation of lending to smallholders including experience in negotiating with financial institutions.
- A wide networking with agricultural stakeholders for strategic partnerships.
- Adequate experience in agricultural supply chain interventions for enhancement of small/medium scale agricultural development.
- Hands-on experience successfully supporting the evaluation, negotiation, and closing a variety of large and complex partnership transactions.
- Computer literacy with good analytics skills on excel.

BUSINESS DEVELOPMENT SPECIALIST ALTERNATIVE DELIVERY

JOB DESCRIPTION

Job Title : Business Development Specialist Alternative Delivery
Reporting to : Business Development Manager (BDM)
Location : Head Office

The job holder is responsible for the development of business in conjunction with the Zonal Managers within the credit guarantee portfolio product, manage the credit digital guarantee product, manage the credit guarantee E-Agriculture portfolio risks and management of client account relationships with the partner institutions on E-Agriculture credit guarantee.

MAIN RESPONSIBILITIES OF THE BUSINESS DEVELOPMENT OFFICER WILL BE AS FOLLOWS:

- Follow up and liaising with partner institutions to ensure effective business growth and efficient relationships including, management of pending portfolio business plans, business plans approval and efficient submission of certificate guarantee to lending institutions.
- Follow up the E-Agriculture related business opportunities with partners institutions. Modified traditional guarantee, Linkage banking guarantee, lenders option guarantee and linking PASS guarantee with the financial institutions by verifying and assessing the clients and banks eligibility.
- Marketing of guaranteed products and services, Promoting and informing the role of PASS Trust to the agricultural sector, meetings with potential clients, arrange visits to clients, participate in key stakeholders' forums and financial institutions etc.
- Facilitate training to bank staff on PASS products and services in coordination with Director of Business Development on all E-Agriculture related credit guarantee.
- Monitor the performance of Loan portfolio, follow up with the partners financial institutions, tracking and identifying portfolio guarantee from partner financial institutions. Analysis and reporting classification of portfolio and digital loan portfolio.
- Promoting, cross selling and informing Customers/clients and other stake holders about role of PASS, its Products, and services.
- Liaise with relevant key local authorities to identify and promote investments in agriculture and Agro business. This will include the Chamber of commerce, Agricultural officers, Traders, processors etc.
- Undertake portfolio management and support services, including preparing reports and briefs, coordinating resources, maintaining documentation, and contributing to the implementation and monitoring of portfolio plans.
- Manage the credit digital guarantee product, linkages with the financial institutions and MNOs, support the digital guarantee product execution within the expected impact, monitor the product risk features and deliver the required reports within the timelines.
- Manage call Centre and ensure its profitable in attracting and retaining business relationship with the agriculture society.
- Creating business development plans and forecasting targets and growth projections from the available business pipeline.
- Identifying market opportunities through meetings, networking, and other channels towards sound relationship with partner institutions.
- Liaising with colleagues to develop new business and marketing strategies to achieve the desired business key performing indicators.
- Attending events such as exhibitions and conferences that will provide constructive linkages to the agriculture stakeholders.
- Promote Inclusive Green Growth (IGG) to partner institutions and the entire agriculture stakeholders.
- Perform any other duties and responsibilities as may be assigned by the supervisor.

EDUCATION AND QUALIFICATION REQUIREMENTS

- A good academic background, minimum, bachelor's degree /postgraduate qualification in economics, agricultural economics, business administration, Finance, Accounts, Banking, or any similar related qualification backed up with extensive experience in business analysis, alternative business channel experience and the entire E-Agriculture related products.
- Knowledge in agricultural financing and experience in facilitation of lending to smallholders' farmers.
- Adequate experience in agricultural supply chain interventions for enhancement of small/medium scale agricultural development or related fields in support for E-Agriculture.
- Minimum 5 years' experience in business development, digital lending products and or relationship banking at senior level officer.
- Computer literacy with advanced excel and reporting experience.
- Basic components of business plan/appraisal (Financial and non-financials) and lending.

BUSINESS DEVELOPMENT AND ADMINISTRATION OFFICER

JOB DESCRIPTION

Job Title : Business Development and Administration Officer
Reporting to : Zonal Manager
Location : Zonal Office

The job holder is responsible for developing business in support of the Zonal Manager, managing the credit guarantee risks, managing the zonal administration roles and managing client account relationships with the partner institutions.

MAIN RESPONSIBILITIES OF THE BUSINESS DEVELOPMENT AND ADMINISTRATION OFFICER WILL BE AS FOLLOWS:

Business Unit

- Promoting and informing about role of PASS (Private Agricultural Support Sector), at meetings with potential clients, at visits, in the office, through handouts, posters, advertising etc.
- Developing a business plan or making pre-evaluations of proposals presented for support and assisting entrepreneurs in improving on proposals into Business Plans of acceptable standards.
- Design and establishing of feasible models for activities at smallholder farmer levels, including diversification of crops, improvement of production practices.
- Identification and preparations of solutions for bottlenecks in agriculture performance e.g., market access, processing, appropriate mechanization.
- Liaise with relevant key local authorities to identify and promote investments in agriculture and agro business in the zone. This will include the Chamber of Commerce, Agricultural officers, traders, processors etc.
- Assisting clients to obtaining credit facilities from collaborating Banks
- Monitoring the performance of the clients in relation to respective business plans and budgets as the customer service champion for the branch.
- Reviewing business plan
- Reporting to the management on progress according to the agreed procedures
- Managing the credit guarantee portfolio risks.

Finance Unit

- Responsible for controlling the fixed asset register, update, and managing the availability of the physical tags on the asset.
- To ensure petty cash is effectively managed, recorded, analyzed, and allocated to the correct cost centers. Petty cash payment should be properly authorized, and replenishment done regularly and should be balanced daily.
- To ensure that receipt is issued for cash received and banked intact, petty cash is always under lock and properly safeguarded.
- Responsible for banking transactions except signing of cheque and any other fund transfer documents regarding Private Agricultural Sector Support Trust bank accounts.

IGG (INCLUSIVE GREEN GROWTH), M & E Unit & Administration

- Shall assist in office administration and in Customer Contracts and credit Guarantees recording, M & E and Data quality capture of the branch.
- Shall execute all the IGG strategies as the champion of the zonal office.
- Shall execute office secretarial duties.
- Any other duties may be assigned from time to time.

EDUCATION AND QUALIFICATION REQUIREMENTS

- A good academic background, minimum, bachelor's degree /postgraduate qualification in economics, agricultural economics, business administration, Finance, Accounts, Banking, or any similar related qualification backed up with extensive experience in business analysis.
- Knowledge of agricultural financing and experience in facilitation of lending to smallholders including experience in preparing business plans suitable for Lending.
- Adequate experience in agricultural supply chain interventions for enhancement of small/medium scale agricultural development.
- Minimum 3 years' experience in business development and or relationship banking at officer level.
- Computer literacy with good analytic skills on excel, secretarial certificate will be an added advantage.

HOW TO APPLY:

PASS Trust is an equal opportunity employer, and the positions are open to all. Qualified candidates should visit our website <https://www.pass.or.tz/vacancies> and submit a CV and cover letter on or before 12th February 2023. Also note that, as per PASS Trust commitment to Inclusive Green Growth (IGG) strategy to avoid printing of papers, we will only accept electronic applications and not physical applications. Women are strongly encouraged to apply. Only shortlisted will be contacted.