

# COUNTY GOVERNMENT OF KIRINYAGA



## COOPERATIVE DEVELOPMENT, TRADE, TOURISM, MARKETING, INDUSTRIALIZATION AND ENTERPRISE DEVELOPMENT

### KIRINYAGA INVESTMENT AND DEVELOPMENT AUTHORITY (KIDA)

#### JOB VACANCIES

**POSITION: CHIEF EXECUTIVE OFFICER (CEO)**

**NUMBER OF POSTS: 1**

**JOB REF: KIDA1**

**TERMS OF CONTRACT: 3 YEARS CONTRACT**

Kirinyaga Investment and Development Authority (KIDA) is a Kirinyaga County Corporation that was established in 2018. KIDA is entrusted with the responsibility to advocate for and synchronize investment and developmental endeavors, encompassing the establishment of Sagana Industrial City. In its pursuit of excellence, KIDA seeks to engage in a competitive recruitment process to secure a dynamic, results-oriented, and self-driven Kenyan citizen to assume the role of Chief Executive Officer. The Corporation, therefore, extends an invitation to qualified and interested candidates to submit their applications for the esteemed position of Chief Executive Officer.

#### Qualifications

- Possess a master's degree in business administration, trade, international relations, finance, or any other related field from a recognized university
- Have served for at least nine (9) years of relevant experience with at least three (3) years in a senior management/leadership position
- Meets the requirements of Chapter Six of the Constitution
- Training on Integrated Financial Management Information Systems (IFMIS) for Authority to Incur Expenditure (AIE) will be an added advantage

#### Responsibilities

The CEO reports to the Chairman of the Kirinyaga Investment and Development Authority (KIDA) Board and his/her duties and responsibilities include but are not limited to:

- Being the secretary to the KIDA Board
- Responsible for the day-to-day management and direction of affairs and transactions of the Authority in consultation with the Board;
- The exercise, discharge, and performance of the objectives, functions, responsibilities, and duties of the Authority;
- The general administration of the Authority;
- Carry out any other functions as may from time to time be assigned by the Board;
- Implement an efficient and transformative investment administration system and thereby encourage and expand investment in the County;
- Develop frameworks and strategies for the promotion, coordination, and facilitation of local, domestic, and foreign investment for social and economic development;
- Resource mobilization for investments as such enhancing county revenue base;
- Identifying strategic investment opportunities for the benefit of the County;
- Promoting local economic growth and job creation;
- Promoting local content absorption, technical transfer, and value addition;
- Advising on investment opportunities within or outside the County;
- Assisting and facilitating investors from within and outside the County to establish investments in the County;
- Promoting and facilitating investment in the County;
- Acting as the focal agency for investment promotion and facilitation in the County;
- Establish frameworks for social enterprises aimed at benefiting the local communities;
- Facilitate Public Private Partnerships and joint ventures in areas that are beneficial to the County;
- Advising the Board on necessary and strategic policies, programs, and development plans to be adopted to attract and retain investments in the County;
- Promoting economic diplomacy aimed at advancing the investment and development interests of the County;
- Monitoring progress of implementation of investments and strategic development programs;
- Monitoring and reporting on the mountain cities development index;
- Ensure proper books and records of accounts and assets of the Authority are kept;
- Ensure compliance with the provisions Kirinyaga County Investment and Development Authority Act 2018;
- Ensure compliance with other provisions of the applicable Laws of Kenya

**POSITION: HEAD OF MARKETING**

**NUMBER OF POSTS: 1**

**JOB REF: KIDA2**

**TERMS OF CONTRACT: 3 YEARS CONTRACT**

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#### Qualifications

- A relevant Bachelor's degree in Marketing or a related field.
- Possession of a Master's degree in Business Administration (MBA) or any other master's degree, along with additional marketing qualifications, will be considered an added advantage.
- A minimum of six (6) years of relevant experience is required, with at least four (4) years in a senior management/leadership position within the marketing field.
- Being a member of the Marketing Society of Kenya (MSK) or Chartered Institute of Marketing (CIM) will be an additional advantage.
- Applicants must meet the requirements outlined in Chapter Six of the Kenyan Constitution.

#### Responsibilities

The Head of Marketing reports to the Chief Executive Officer of the Kirinyaga Investment Development Authority (KIDA) and his/her duties and responsibilities include but are not limited to:

- Analysis and interpretation of KIDA and its subsidiaries Arenas as formulated in the strategic Marketing Plan by studying economic indicators, tracking changes in supply and demand; identifying customers and their current and future needs; and monitoring the competition.
- Harnessing marketing efforts by integrating operations for KIDA and its subsidiaries with Research and Development (R&D) to fully understand the market and develop products that are market-driven (innovation and experiments).
- Coordinating KIDA and its subsidiaries arena's short- and long-term market forecasts and reports through Research and development programs directing market research collection, analysis, and interpretation of market data.
- Identifying and addressing short-term and long-range issues towards market effectiveness; providing information and commentary pertinent to deliberations; recommending options and courses of action; and implementing directives.
- Overseeing acquisition of market share for all KIDA collaborations/subsidiaries by ensuring marketing plans and programs are developed for each arena and directing marketing promotional support.
- Ensuring customer relations are maintained and specific programs are organized and developed in KIDA and its subsidiaries
- Ensuring that all KIDA collaborations/subsidiaries' presence is well determined at conventions, annual meetings, trade associations, and seminars.
- Maintain and strive to grow the market share for products within KIDA and its subsidiaries nationally and globally. This will be done through niche market positioning, Market development, Product development and diversification, Continuous communication & advertising to increase product visibility and awareness to counter new market entrants.
- Embracing Green Hat of thinking to influence present and future KIDA collaborations Brands by determining and evaluating current and future market trends.
- Strive to achieve financial objectives by preparing an annual budget, scheduling expenditures, analyzing variances, and initiating corrective actions for KIDA and its subsidiaries.
- Overseeing KIDA and its subsidiaries' Marketing departments' operational requirements by scheduling and assigning employees and following up on work results by counseling and disciplining employees; and planning, monitoring, and appraising job results.
- Maintaining professional and technical knowledge by attending educational workshops, reviewing professional publications, establishing personal networks, and participating in professional societies.
- Any other duties as may be assigned by the chief executive officer

#### How to Apply:

Applications should be addressed to:

**Chairman**

**Kirinyaga Investment and Development Authority (KIDA)**

**P O Box 260-10304**

**Kirinyaga County Headquarters, 2<sup>nd</sup> Floor, Right Wing, Kutus**

Applications should be sent by post, courier, or hand delivery quoting the job reference number on the subject of the application and on the envelope to reach the addressee between **8.00 a.m and 5.00 p.m** on week days, on or before **Friday 23<sup>rd</sup> February 2024**

Prospective candidates are encouraged to visit our website: [www.kirinyaga.go.ke](http://www.kirinyaga.go.ke) for more details.

**ONLY SHORTLISTED CANDIDATES WILL BE CONTACTED**