



VACANCY BUSINESS DEVELOPMENT OFFICER

The **Kenya Association of Music Producers (KAMP)** is the organisation representing the rights and interests of producers of sound recordings whose membership comprise of individuals and record labels. Incorporated in 2003, KAMP was registered and granted its licence to operate as a collective management organization (CMO) in May 2008, by the Kenya Copyright Board (KECOBO).

We represent the rights and interests of producers of sound recordings, where we collect license fees for commercial use of music and distribute royalties in accordance with the Copyright Act of 2001, Laws of Kenya.

We are seeking to recruit a Business Development Officer to be based at its Head Office in Nairobi on a short term contract renewable subject to performance and renewal of the KAMP's operating license.

Role:

Reporting to the Public Relations & Communications Manager, the candidate will play a key role in the growth and expansion of KAMP through building an increasingly diversified network of resource partners and identifying new business opportunities.

The job holder will target partners who share in the vision of KAMP and provide funds, technical support and other forms of collaboration to meet the current and future needs of the Association.

He/she will be a strategic thinker with a broad knowledge of our core business and with strong understanding of various media sources and the development sector. This role is responsible for providing leadership in the resource mobilization strategy in response to the emerging opportunities and challenges.

The candidate should have excellent skills in crafting proposals and bid responses that effectively convey the Association's strengths and qualifications to potential clients. Their goal will be to ensure that proposals are accurate, compliant, and competitive by working collaboratively with the Licensing & Marketing teams.

The job holder will need to be a top performer with a track record of exceeding sales targets and has ability to build strong business relationships with key accounts and decision makers. The ideal candidate will generate a sales pipeline of qualified prospects that will. Specifically, s/he will generate leads for new business, build the sales pipeline and convert sales deals within the first six (6) months after taking up the role.

Duties and Responsibilities:

- Facilitate the development of the Association's annual Resource Mobilization Strategy that includes securing new, diverse and additional resources for KAMP. The strategy should respond to KAMP's funding needs.
- Enlist new sponsorship partners for KAMP events.
- Establish and nurture professional business relationships with corporate clients & the Association's stakeholders.
- Developing, managing and updating the Associations donor/partner databases to record their contacts and preference information; Maintaining a network of corporate contacts and effectively managing and maximizing these relationships.
- Develop and present business and funding proposals to prospective corporate clients, grant makers and other partners.
- Co-ordinate bids and work closely with the relevant teams towards closure of fundraising & business opportunities.
- Produce Resource Mobilization Plans and Reports as per stipulated periods and requirements. Includes close working relation with the Finance team in development of appropriate budgets.
- In cooperation with the Management, lead the development of any long term business strategy to achieve agreed long term revenue generating goals.
- Generate, edit, publish and share engaging content across our social media platforms (Twitter, Facebook, Instagram, YouTube, TikTok and LinkedIn).
- Carry out production including shooting videos and operate video recording, audio and lighting equipment.
- Organising footage and deriving content to promote products, creating blog entries on industry-related subjects and distributing the content on social media.
- Interviewing industry experts and integrating their perspectives into blog entries, video editing, proofreading and copyediting pieces of written & video content before publishing them.
- Create awareness to the public about KAMP and its collective rights mandate in the music and audiovisual industry.

Key Qualifications, Experience & Requirements:

- Bachelor's degree in International Relations, Marketing, Economics, Business Administration or a related field.
- Four (4) years of related professional experience.
- Excellent writing and editing skills, as well as the ability to clearly and concisely communicate complex ideas.
- Strong project management skills and be capable of managing multiple proposals at the same



time while meeting strict deadlines.

- Knowledge in content creation applications such as Canva, Typeform, Joomla, WordPress etc.
- Knowledge of planning, production, and trafficking workflows, including understanding the creative process for video and static content
- Understanding of social media and streaming platforms for video distribution
- Demonstrate previous professional copywriting experience for digital channels.
- Have high energy and be confident presenter who is able to engage stakeholders and get them to commit funding/and or to partnering with KAMP.
- Strong networking skills and excellent interpersonal relationship skills.
- Membership to a Professional body is an added advantage.

How to Apply:

If you meet the above requirements, kindly send your Curriculum Vitae and application letter, quoting your expected salary, via email to recruitment@kamp.or.ke.

If you send your application via email the subject should strictly read **BUSINESS DEVELOPMENT OFFICER**. Please note that only shortlisted candidates will be contacted.