



AGRICULTURAL BUSINESS INITIATIVE

1.0	
POSITION	MANAGER PRODUCTION AND MARKETING
CATEGORY	PROGRAM
STATUS	FULL TIME
HOURS OF SERVICE	8.00am to 5.00PM Monday to Friday and 9.00am to 1.00am Saturdays
CLASSIFICATION	FIRST LEVEL
OCCUPANT	VACANT
DATE	15.11.2021
ADVERT CODE	HA-AB-EN/MPM/QT2-P01-022-009
LOCATION	MUKONO with field work all over Uganda and out of Uganda

2.0 POSITION CONTEXT & OBJECTIVE(S) :

Hatches Ltd in partnership with Agricultural Business Initiative (aBi) and other partners is implementing a project titled “Increasing Market Access and Productivity of the Poultry Value Chain through effective and environmentally efficient Inputs in Central and Eastern Uganda”. The project objectives are: i. Provision of high-quality Day-old chicks to both model farmers and open market poultry farmers ii. Promote the use of Black Soldier Flies (BSF) as an alternative to traditional protein sources for quality poultry feeds at fair and stable prices iii. Establish sustainable market linkage options for farmers with off takers and to iv. Enhance farmer knowledge on modern poultry farming through training and demonstration.

About Hatches Ltd:

Hatches Ltd is a Poultry breeding, inputs supply company established and registered in 2003 as a private limited company. With a goal of **“Addressing our client needs and nature people’s dreams of living a better and decent life”** and a mission of **“Providing the best quality agro-inputs, products and services that address our clients’ needs and nature people’s dreams of living a better and decent life”**; Hatches Ltd’s vision is **“To be the most reliable, valued and client centric green growth company in Uganda”**.

About aBi

The Agricultural Business Initiative (aBi) is a multi-donor entity devoted to private sector agribusiness development. It follows a long-term commitment by being both a catalyst in support of the Ugandan agricultural sector and a conduit through which development partners

and investors can build the capacity of the agricultural sector. aBi was jointly founded by the Governments of Denmark and Uganda in 2010. Other aBi's Development Partners are; USAID, SIDA, UKAid, and KfW. The Company is supporting agribusiness development in the private sector to achieve the objective of the Government of Uganda's Competitiveness and Investment Climate Strategy (CICS). It provides both financing and technical support in selected agricultural value chains and offers an integrated approach on value chain development, to improved profitability, income and employment of Ugandan farmers and agribusinesses

Hatches Ltd as Implementing Partner; is seeking to establish a strong Management system, Administration and Technical Units with emphasis on providing professional support to the company in Project Management and Implementation.

3.0 KEY RESPONSIBILITIES AND DUTIES:

3.1. Background

Under the overall guidance of the CEO and direct supervision of the General Manager, the Manager Production and Marketing will be responsible for new and existed company products development, business justification, planning, verification, forecasting, pricing, product launch, and marketing of products at all stages of the product lifecycle. Similarly, product lifecycle management (PLM) including people, data, processes and business systems, and provides product information for companies and their extended supply chain enterprise.

The Manager Production and Marketing works in close collaboration with Business Development Manager and Finance and Administration Manager as well as Operations Clusters with the objective of maximizing sales revenues, market share, and profit margins.

3.2. Duties and Responsibilities

The Manager Production and Marketing will have the following duties and responsibilities:

- Overseeing the production of products
- Analyzing market conditions and defining features or functions of a product
- Maximizing the impact and benefits to the company
- Translating business objectives set for a product by Marketing or sales into engineering requirements (Technical Specification);

- Testing products;
- Identifying new product candidates;
- Considering new candidates;
- Gathering the voice of customers
- Defining product requirements
- Determining business-case and feasibility
- Scoping and defining new products at a high level
- Evangelizing new products within the company
- Building product roadmaps, particularly technology roadmaps
- Developing all products on schedule, working to a critical path
- Ensuring products are within optimal price margins and up to specifications
- Ensuring products are manufacturable and optimizing the cost of components and procedures.
- Working to explain the capabilities and limitations of the finished product to Marketing and Sales (Commercial Specification);
- Managing operational tasks and/or oversee new initiatives.
- Performing market and competition analysis;
- Initiating product and product-specific service improvements, required profiles (specifications) for new products and product-specific services;
- Participating in the creation of the specifications;
- Creating and implement market launch concepts;
- Supporting and train the salespeople as well as accompany field service employees on customer visits when applicable;
- Identifying existing market problems and trends as well as market opportunities;
- Conducting of interviews with customers as well as potential customers;
- Managing Product life cycle considerations, differentiation, naming and branding;
- Managing Product positioning and outbound messaging;
- Promoting the product externally with press, customers, and partners;
- Conducting customer feedback and enabling (pre-production, beta software);
- Launching new products to market and monitoring the competition;

4.0 COMPETENCIES

4.1. Corporate Competencies

- Demonstrates integrity by modelling the Hatches Ltd values and ethical standards
- Promotes the vision, mission, and strategic goals of Hatches Ltd
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability

4.2. Functional Competencies:

- Organises and accurately completes multiple tasks by establishing priorities while taking into consideration special assignments, frequent interruptions, deadlines, available resources and multiple reporting relationships
- Plans, coordinates and organises workload while remaining aware of changing priorities and competing deadlines
- Establishes, builds and maintains effective working relationships with staff and clients to facilitate the provision of support

5.0 SPECIALIST KNOWLEDGE AND SKILLS:

The following knowledge and skills are required to be utilized:

- 5.1. In-depth knowledge of Product Development and Marketing
- 5.2. Excellent knowledge of Strategic product management, technical product management and Go-To-Market.
- 5.3. Excellent communication skills (written and oral): Sensitivity to and responsiveness to all partners,
- 5.4. Respectful and helpful relations with company staff.
- 5.5. Ability to lead implementation of new systems (business side), and affect staff and customers behavioural/ attitudinal change

6. QUALIFICATIONS AND EXPERIENCE:

The following qualifications and experience are required for this position:

- 6.1. Bachelor Degree preferably in Marketing, Business Administration, or related field;
- 6.2. Minimum 2 years of professional experience in the design of products and marketing
- 6.3. Experience in designing tools and strategies for products and marketing, data collection, analysis and production of reports;
- 6.4. Proven ICT skills, especially in the development of products and marketing software;
- 6.5. Expertise in analyzing data using statistical software;
- 6.6. Strong training & facilitation skills.
- 6.7. Fluency in written and spoken English.
- 6.8. A commitment to ongoing personal and professional development.

How to Apply

All applicants should submit the following documents in a single submission (one PDF file): Letter of motivation, CV including three references.

E-mail your application to recruitments@hatchesltd.com, before 05th March 2022.

NB: Please do not attach copies of qualifications/diploma at this stage. Mention the position applied for and the advert code in the email subject. Only complete applications will be reviewed. All materials should be submitted via email. We regret that owing to the volume in applications only shortlisted applicants will be contacted.