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POSITION	MARKETING AND COMMUNICATION OFFICER
CATEGORY	PROGRAM
STATUS	FULL TIME
HOURS OF SERVICE	8.00am to 5.00PM Monday to Friday and 9.00am to 1.00pm Saturdays
CLASSIFICATION	SECOND LEVEL
DEADLINE	27/11/2022. 12H00 am, EAT
PUBLISHED DATE	10/10/2022
ADVERT CODE	HA/MCO/QT3-P01-022-009

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

About Ento Feeds Ltd:

Ento Feeds Ltd is a privately owned business based in Buikwe district that provides farmers of poultry, fish and piggery with an alternative protein to silverfish/mukene through Black Soldier Fly (BSF) larvae to make the nutritious '**Protmeal**'. The meal is pressed from dried larvae, removing a portion of the oil to provide a high protein ground product that can be used in a variety of livestock, aquaculture, piggery and pet manufactured feed products. Other products include BSF frass and BSF oil.

Hatches Ltd as Implementing Partners; 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, General Manager and direct supervision of the Sales and Marketing Manager, the Marketing and Communication Officer is responsible and accountable for tasks including, but not limited to:

3.2. Duties and Responsibilities

3.2.1. Marketing Role

- i. Promote, sale/market company products, services and brand to deliver on set targets
- ii. Plan, prepare and manage the publication and distribution of publicity materials
- iii. Organize, support and implement a calendar of marketing events, such as dinners, promotions, exhibitions, product launches, workshops, open days or fundraising activities
- iv. Represent the company in activities mentioned in 3.2.1 ii above as approved by the management or direct supervisor;
- v. Undertake market research, develop and implement most effective strategies to reach out the target groups/markets;
- vi. Develop/review marketing material/information for use in different channels
- vii. Design, develop and manage the company's CRM (Customer Relationship Management) system;
- viii. Coordinate with other stakeholders to develop and enhance the efficiency of the company's marketing systems (prints and media),

- ix. Analyze the impact of marketing campaigns, events or interventions and prepare measurement reports for use by the company.
- x. Account for all company resources, including but not limited to: sales income, stock and imprest/advances in line with established Company standards;
- xi. Support production and finance in developing cashflows, business plans and business risks mitigation measures arising from marketing and communication units.
- xii. Train and supervise Hatches Ltd staff to ensure compliancy with established procedures
- xiii. Preparation and production of regular report as will be required;

3.2.2. Communication Role

- i. Develop, and review marketing & communications materials, including but not limited to: press releases, blog posts and social media content,
- ii. Promote communications & marketing contents through appropriate print and media/social channels,
- iii. Track analytics and create reports to support M&E for company marketing and communication interventions;
- iv. Align all communications & marketing material & activities to the company's brand, standards and national laws;
- v. Manage/maintain digital media archives including but not limited to: photos and videos,
- vi. Work with communications team members to conceptualize and implement communications strategies and campaigns,
- vii. Respond to media and other inquiries and implement media outreach programs to achieve brand placement in publications and other forum;
- viii. Develop escalation protocols for managing communication crises, should they arise,

3.3. Competencies and Aptitude

3.3.1. Corporate Aptitudes

- i. Demonstrates integrity by modelling the Hatches Ltd values and ethical standards
- ii. Promotes the vision, mission, and strategic goals of Hatches Ltd
- iii. Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability
- iv. Commitment to the principles and philosophy of the company and partners as well as government regulations and requirements.

3.3.2. Interpersonal Aptitudes

- i. Well-developed verbal and written communication skills.
- ii. Ability to handle sensitive issues of confidential nature with tact and professionalism.
- iii. Ability to collaborate with others to achieve agreed results and outcomes.
- iv. Ability to work independently and as an effective team member.
- v. The ability to gain cooperation and assistance with clients, partners, the general public as well as employees.
- vi. Ability to prepare coherent, logical and comprehensible correspondence and reports as required.

3.3.3. Functional Competencies:

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

4.0 SPECIAL KNOWLEDGE AND SKILLS:

The following knowledge and skills are required to be utilized:

- i. In-depth knowledge of Marketing, Sales and Communication industry and principals
- ii. Excellent knowledge of market, customer, and documentation.
- iii. Excellent knowledge of payment and account management systems, bank procedures, processes and documentation critical for the marketing functions;
- iv. Excellent communication skills (written and oral): Sensitivity to and responsiveness to all stakeholders,
- v. Respectful and helpful relations with company, clients, partners and company staff.
- vi. Ability to lead implementation of new systems, and affect staff and customers behavioral/attitudinal change

5. QUALIFICATIONS AND EXPERIENCE:

The following qualifications and experience are required for this position:

- i. BSc/BA/Diploma in Marketing, Business Administration, or a related field.
- ii. Prior experience as a Marketing Officer or a related role for 3 years.
- iii. Solid understanding of marketing techniques and principles as well as market research and statistical data analysis methods.
- iv. Knowledge of MS Office and marketing software (e.g. CRM, Dynamics, Excel).
- v. In-depth knowledge of social media and web analytics.
- vi. Exemplary organizational and multitasking skills.
- vii. Outstanding communication and interpersonal skills.
- viii. Creativity and commercial awareness.
- ix. Strategic vision and sharp business acumen.
- x. Copywriting and graphic/digital design experience preferred.
- xi. A team player with a customer-oriented approach.

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 **27 November 2022. 12H00 am, EAT**

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 likely volume in applications only shortlisted applicants will be contacted.