



## Job Advertisement

### Business Intelligence Officer - Tender

---

Mission for Essential Drugs and Supplies (MEDS) is a faith-based health solutions provider founded by an ecumenical partnership of the Kenya Conference of Catholic Bishops (KCCB) and the Christian Health Association of Kenya (CHAK). The Organization's core mandate is to provide reliable and affordable Health Products and Technologies, Quality Assurance and Health Systems Strengthening Services. MEDS was established in 1986 and serves clients spread throughout Kenya, other regions in Africa and beyond.

The position will report to the Business Development and Marketing Manager and will be responsible for monitoring sales performance, conducting data mining, preparing reports, participating in tenders, and providing statistical analysis on markets, products, competitors, and customers to support informed management decisions.

#### Key Responsibilities:

- i. Monitor and analyse sales performance, providing actionable insights to achieve and surpass sales targets.
- ii. Drive business growth by soliciting and bidding in electronic and manual tender quotations for business growth.
- iii. Collect and conduct in-depth analysis of data to assess the viability and potential of existing and new products and market segments, to inform management decisions.
- iv. Evaluate the impact of marketing strategies and activities to identify deviations against targets to enhance effectiveness and optimize results.
- v. Develop comprehensive business development and sales reports by collecting, analysing, and summarizing data and trends to inform strategic planning.
- vi. Provide input in demand planning and forecasting products to accurately anticipate and meet clients' product requirements, ensuring alignment with market needs.
- vii. Analyse client product consumption patterns and emerging market trends to refine forecasts and inform future product development.
- viii. Conduct market research on the complete product portfolio, assessing competitor activities and consumer preferences to drive market strategies.
- ix. Collate and analyse feedback from the field team regarding the product portfolio to guide management decisions and improve product offerings.
- x. Track the impact of day-to-day Rapid Results Initiatives (RRI) in sales and quotations conversion and follow-up with field officers, Field Officer bio-medical & client relations officers/assistants.
- xi. Prepare weekly, monthly, quarterly and annual sales performance reports as per the marketing and business development plan.

#### Candidate Profile:

- i. Bachelor's degree in Commerce, Computer Science, Actuarial Science, Mathematics and Statistics or Economics with strong bias/exposure in business statistical analysis
- ii. At least 5 years of experience with 3 years in a busy business development and marketing department.
- iii. **Technical Competencies;** Data analysis, MS Office Suite proficiency, Tender/quotations development and response capabilities, Market research
- iv. **Functional skills;** Communication skills, problem-solving skills, analytical skills, interpersonal skills, keen to detail and high level of integrity

If you fit the profile of this position, please submit your application including:  
Detailed CV stating your current position, current or last gross salary and expected gross salary

To: [hr@meds.or.ke](mailto:hr@meds.or.ke)

By: 28<sup>th</sup> February 2025

*(only shortlisted candidates will be communicated to)*