

JOB OPPORTUNITY: OPERATIONS, SALES AND MARKETING MANAGER

Location: Siaya County – Luanda K’otieno (with frequent travel to other operational locations)

Sector: Fish Processing and Value Addition

Company: Vemric Enterprises Limited

Application Deadline: 1 September 2025

Location: Luanda k’otieno, Siaya

Employment Type: Full-Time

About Vemric Enterprises Limited

Vemric Enterprises Limited is a fast-growing fish processing company transforming the fisheries value chain through two dynamic brands:

1. Vemric Fish Processors focuses on the aggregation, processing, and distribution of farmed and captured fish to both local and export markets.
2. Char Freshy addresses quality, hygiene, health, and social inclusion challenges within the omena (silver cyprinid or dagaa) value chain. Char Freshy produces a hygienically processed, ready-to-eat omena product with a shelf life of up to 18 months, offering an affordable and nutritious solution for families.

We are committed to innovation, market-driven solutions, and inclusive economic growth in the blue economy.

Position Overview

Vemric Enterprises Limited seeks a results-oriented and systems-driven Operations, Sales and Marketing Manager to lead the daily operations of our fish and omena processing facility and strategically position our brands in both local and international markets.

This is a multi-disciplinary leadership role, suited for a candidate capable of overseeing facility operations while driving sales across our product portfolio, which includes whole fish, fish fillets, ready-to-eat omena, fish maw, and fish by-products.

Key Responsibilities

Operations Management

- Supervise and coordinate the day-to-day processing operations of both the fish and omena product lines.
- Implement systems, policies, and Standard Operating Procedures (SOPs) to ensure operational efficiency, hygiene, and regulatory compliance.
- Lead and mentor facility staff to maintain high standards of production, discipline, and teamwork.
- Monitor quality control measures, cold chain management, and resource utilization.

- Oversee procurement and inventory management to ensure alignment with production needs.

Sales and Marketing Management

- Develop and implement a comprehensive sales strategy for all company products.
- Lead efforts to grow sales channels across retail, wholesale, institutional, and export markets.
- Build and maintain strong relationships with distributors, buyers, development partners, and other key stakeholders.
- Conduct market research and customer feedback analysis to guide product development, pricing, and promotional strategies.
- Drive product visibility through brand activation, exhibitions, and digital marketing.
- Strengthen the local and international presence of Vemric Fish Processors and Char Freshy brands.
- Identify and pursue new market opportunities, partnerships, and strategic alliances.
- Oversee brand consistency in product packaging, messaging, and customer experience.

Qualifications and Experience

Minimum Requirements:

- A Bachelor's degree in Business Administration, Agribusiness, Operations Management, Supply Chain Management, Sales and Marketing, or a related field.
- At least seven years of progressive experience in operations and sales management, preferably in agribusiness, food processing, aquaculture, or fast-moving consumer goods.
- Demonstrated ability to lead production facilities, coordinate cross-functional teams, and meet quality assurance standards.
- Proven track record in developing and executing sales and marketing strategies that drive growth.
- Strong communication, analytical, problem-solving, and team management skills.
- Proficiency in using enterprise resource planning systems, customer relationship management tools, and Microsoft Office Suite.
- Please note that this is not a remote position. The physical presence of the candidate at Lwanda Kotieno is a must, and the candidate must be ready to be based there.

Added Advantage:

- Experience in the fish or omena (dagaa) value chain.
- Knowledge of Hazard Analysis and Critical Control Point (HACCP) systems, Kenya Bureau of Standards (KEBS) regulations, or export food safety protocols.

- Experience working with smallholder fish farmers, beach management units(BMUs) women's cooperatives, or community-based supply chains.

What We Offer

- A unique opportunity to lead and grow within a purpose-driven enterprise in the fisheries and blue economy sector.
- A collaborative and impact-oriented work environment.
- Room for career development opportunities within the larger consortium, The Aquaculture and Blue Economy Consortium (TAC)
- Opportunities for work-related experience and technical knowledge gained through long and short-term exchange programs with our local and international partners.

How to Apply

Qualified candidates are invited to send their curriculum vitae and a cover letter detailing their suitability for the role to: jobs@vemric.com

Subject Line: Application – Operations, Sales and Marketing Manager

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