



Job Vacancy – Business Development Services Lead

About Us

The Kenya National Farmers' Federation (KENAFF) is the apex umbrella farmers' organization in Kenya; also known as the National Farmers' Organization (NFO). KENAFF is a non-political, not-for-profit and democratic membership-based organization. The federation's core mandate is to represent, articulate, promote and protect the interests of Kenyan farmers through lobby, advocacy, policy action and farmer empowerment. This mandate is embodied in the KENAFF motto: The Farmers' Voice/ Sauti ya Mkulima; operationalized through an elaborate organizational structure – ward, sub – county, county and the national levels).

Purpose of the Role:

The Business Development Services (BDS) officer will lead the design, implementation, and scaling of KENAFF's Business Development Services, ensuring they are commercially viable, farmer-centered, and strategically aligned with the Federation's mission. The role demands a visionary leader who can translate ideas into actionable enterprise models, drive income-generating initiatives, and build lasting partnerships.

Key Responsibilities:

1. Provide strategic leadership in the design, implementation, and scaling of KENAFF's Business Development Services (BDS), including: Sauti ya Mkulima platform, Farmers Health Insurance (FHI), Climate and Agricultural Risk Insurance, Bulk input procurement and distribution, Integrated Soil Fertility Management (ISFM) and other agri-extension services, KENAFF-branded and farmer-facing products;
2. Design and refine innovative business models that ensure the long-term financial sustainability and commercial viability of BDS offerings;
3. Develop inclusive, farmer-oriented services and enterprise solutions that respond to smallholder needs while generating revenue for both KENAFF and her members;
4. Build and maintain strategic partnerships with private sector actors, development agencies, government entities, and social enterprises to expand the reach and impact of BDS interventions;
5. Collaborate closely with internal teams including Communications, MEAL, and Finance to ensure consistent messaging, effective impact tracking, and sound financial planning;



6. Mobilize resources by preparing compelling investment cases, business proposals, and concept notes that support the growth of BDS programs;
7. Develop BDS budgets, ensuring effective allocation of resources, monitoring expenditures, analyzing ROI, and regularly reporting on progress, challenges, and opportunities;
8. Guide the end-to-end product and service development lifecycle, from ideation and piloting to scaling, commercialization, and responsible exit or transition;
9. Formulate and implement the BDS strategy, ensuring it aligns with KENAFF's organizational growth objectives, market expansion goals, and income diversification targets;
10. Establish and manage a robust partnership pipeline, conducting due diligence, leading negotiations, and securing mutually beneficial collaborations;
11. Support marketing and communications efforts by working with the marketing team to design and execute campaigns that promote platform adoption and farmer engagement; and,
12. Conduct ongoing market intelligence and research to identify emerging trends, farmer needs, and new business opportunities, and develop actionable plans to capture and scale them.

Qualifications & Experience:

- **Education:**
 - A Bachelors degree in Agribusiness Management, Business Administration, Bachelors of Commerce (Marketing options) or a related field. Master's degree holders to be considered;
 - Additional training or certification in entrepreneurship, market systems development (MSD), or project management is a plus.
- **Experience:**
 - At least 5 years of progressive experience in business development, preferably in the agricultural, cooperative, or rural development sectors.
 - Demonstrated experience in building farmer-focused enterprise models and scaling innovations.
 - Proven success in managing multi-stakeholder partnerships, donor-funded projects, or private sector collaborations.

**Core Competencies:**

- Strategic thinking and strong commercial acumen
- Excellent leadership and team-building skills
- Strong grasp of rural economies, farmer cooperatives, and agribusiness systems
- High-level proposal and concept writing skills
- Solid understanding of data-driven decision-making
- Effective communicator with the ability to translate technical ideas into practical farmer solutions
- Ability to work under pressure, manage multiple priorities, and adapt in a fast-evolving ecosystem

Desirable Attributes:

- Strong commitment to farmer dignity and cooperative values
- Entrepreneurial mindset with an eye for innovation and sustainability
- Integrity, emotional intelligence, and sound judgment
- Familiarity with county-level service delivery and rural dynamics in Kenya

How to Apply: Interested candidates who meet the above qualifications should submit their applications, including a detailed CV and cover letter to farmers@kenaff.org by **8th July 2025**. Only shortlisted candidates will be contacted.

KENAFF is an equal opportunity employer and encourages applications from qualified individuals regardless of race, religion, national origin, gender, sexual orientation, or disability status.