

JOB ADVERTISEMENT

Job Description

Title: Junior Customer Insight Officer

Report to: Customer Insight Officer

Locations: Kumasi-Head Office

Premier Poultry aims to be the leading smallholder-focused poultry company in Ghana. Our purpose is to make rural households healthier and wealthier, and we achieve this by supplying them high-quality, vaccinated, brooded, and affordable improved dual-purpose chickens.

Premier Poultry is backed by reputed international investors with a proven track-record of success in the poultry industry, including market-leading enterprises in Ethiopia (EthioChicken), Rwanda, and Uganda (Uzima).

The Customer Insights team strives to provide Management and the Sales Team with actionable insights to best serve Premier Poultry customers and smallholder farmers across Ghana. The team acts as the Voice of the Customer, providing feedback that informs business decisions and direction while leveraging marketing tactics to support the Sales team in geographic launches.

Premier Poultry (PPL) is seeking to hire a highly motivated and entrepreneurial Junior Customer Insights Officer with a passion for improving the lives of smallholder farmers. The Junior Customer Insights Officer is responsible for the collection, analysis, and presentation of feedback from Premier Poultry customers with the primary goal of ensuring our team delivers an exceptional customer experience.

Job Responsibilities

Customer Insights

- Execution of periodic phone surveys of customers across Premier's customer journey and value chain that aim to understand customer and smallholder farmer satisfaction towards Premier Poultry's products and services.
- Serve as the voice of the customers, identify areas for improvement, and inform sales and marketing operational and strategic decisions.
- Diligently resolve customer issues and propose initiatives or solutions to address persistent customer concerns.

PREMIER POULTRY
Plot 19, Second Avenue
Daban-Sokoban Street
Ahodwo-Daban Area
Kumasi, Ghana

DIGITAL ADDRESS: AK-661-9471



- Identify strategic areas that require additional understanding (e.g., customer attitudes regarding feed, DOC, Delivery, effective sales strategies deployed, SASSO's impact on farmers, etc). Once identified, design surveys to explore and make evidence-based recommendations for changes.
- Conduct phone surveys and collect data to measure customer satisfaction, operational excellence, and Premier Poultry's competitive advantage.
- Identify and escalate data quality issues to the supervisor
- Ensure customer grievances that arise throughout the survey process are escalated and/or directed to the supervisor.
- Maintain and update the smallholder farmer and agent database.

Competencies

- Analyzing Data
- Developing analysis and reporting capabilities
- Excellent communication and reporting skills
- Excellent attention to detail, organization, and planning skills
- Desire to learn, proactive, and able to use initiative.
- Good problem-solving skills.
- Ability to work under pressure and meet competing deadlines.
- Willingness to be based in Kumasi.
- Ability to speak Northern languages (Dagbani, Farafra, Kassim, Mampruli, Kusal, Gonja etc) would be an added advantage.

Qualifications and Experience

- University degree in a relevant field (Marketing, Business Analytics, Economics, Information Systems, etc)
- 1-3 years of experience in a relevant field (business analysis, customer insights

Application Deadline

- Applications are open now, please submit your CV and Cover Letter to careers@premier-poultry.com
- The final deadline for submitting your application is 28th February 2024 and the applicant must be residing in the Ashanti Region.

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