

JOB ADVERTISEMENT

JOB TITLE: General Manager

LOCATION: Eldoret

About the Role

We are seeking to recruit a competent and self-driven General Manager to lead and oversee the strategic and operational functions of our farm operations in Eldoret. The ideal candidate will be responsible for driving productivity, profitability, and sustainable business growth while ensuring optimal utilization of resources and compliance with legal and organizational standards.

The position will play a key role in formulating and implementing strategic and operational plans for the farm to achieve business growth and profitability in line with organizational objectives.

Key Responsibilities

- Drive farm productivity and yield targets in line with business objectives.
- Oversee budgeting processes, monitor departmental budgets, and ensure financial accountability.
- Represent the company in external engagements to strengthen networks and drive business development initiatives.
- Oversee postharvest processes and ensure adherence to quality, efficiency, and output targets.
- Ensure compliance with environmental, safety, and legal standards, as well as corporate governance practices.
- Foster a high-performance culture that reflects organizational values and promotes employee engagement.
- Implement sound HR practices to build motivated, productive, and engaged teams.
- Safeguard company assets through effective internal controls and operational procedures.
- Oversee farm infrastructure, including machinery, solar installations, water systems, and fleet management.
- Manage variety selection, trials, replanting, and breeder relations to ensure sustainable farm operations.
- Strengthen community relations and enhance the company's corporate image.

Qualifications and Experience

- Bachelor's degree in Agriculture or a related field (a Master's degree or MBA will be an added advantage).
- Demonstrated experience (at least 10 years) in a busy agricultural organization dealing with perishable export commodities, particularly summer flowers.
- Strong leadership and team management skills with the ability to inspire performance and accountability.
- Excellent understanding of budgeting, compliance, and resource management.
- Strong interpersonal and communication skills, with the ability to represent the organization effectively.
- In-depth knowledge of international market dynamics and compliance requirements.

Person Profile

- Excellent interpersonal and communication skills.
- Strategic thinker and results-oriented.
- High level of integrity, confidentiality, and professionalism.
- Proven leadership, creativity, and innovativeness.
- Strong negotiation and problem-solving skills.

How to Apply

Interested candidates who meet the above requirements are invited to send their applications and detailed CVs to:

HR Business Partner

Sian Flowers

P.O. Box 19169-00501, JKIA Nairobi

Email: recruitment@sianflowers.co.ke

Applications should be received by **28th October 2025**, clearly indicating “**General Manager**” in the subject line.

Only shortlisted candidates will be contacted.

For more information, visit our website: www.sianflowers.co.ke.