

## Deputy General Manager

### Work Responsibilities

The responsibilities for this position will include and not limited to:

1. Coordinating the Company's internal and external relations, raising its awareness and strengthening its image shaping in accordance with the Company's arrangement;
2. Managing and formulating, planning, organizing, promoting and implementing the Company's brand and corporate culture development strategies;
3. Communication and coordination of the Company's external public relations and news media, actively participate in events organized by the government and relevant departments, and establish long-term and feasible public relations with all sectors of society;
4. organizing major external activities such as the Company's media interviews, news publicity and corporate social responsibilities;
5. Tracking, mastering and analyzing the report trend and content about the Company and Group by the mainstream media, and provide targeted countermeasures when necessary;
6. Organizing public opinion monitoring and emergency disposal to effectively maintain the Company's or brand's social reputation and good image;
7. Organizing the preparation of the Company's brochures, press statements and press conferences;
8. Issuing the Company's website content and announcing the authorized company's official data and fact statements to the public.

## **Freight Marketing Manager**

### **Work Responsibilities:**

**The responsibilities for this position will include and not limited to:**

1. Work together with KR to regularly communicate with Kenya Ports Authority, KRA and other relevant units and enterprises and collect freight marketing information in accordance with the Company's arrangement.
2. Regularly cooperate with KR to investigate the supply of goods, master the supply situation inside the attraction area of Mombasa-Nairobi SGR, carry out targeted marketing work, and strive for mass transport volume of rail freight.
3. Master and integrate regional market resources, analyze and forecast transport demands and market changes, develop marketing strategies, and promote railway services.
4. Collect road and railway transport conditions, analyze and forecast transport demands, and timely adjust marketing strategies according to changes in transport market.
5. Establish and improve the marketing archives of major customers, focus on the contact with and return visits of major customers to ensure the stability of bulk cargo supply.
6. Keep abreast of customer crisis information and take effective measures to solve the crisis correctly.

## **Deputy Manager, Department of Passenger Transport**

### **Work Responsibilities**

The responsibilities for this position will include and not limited to:

1. Strengthening communication, coordination and connection with departments of Kenyan government such as Ministry of Transport, Kenya Railways and Kenya Tourism Board on railway passenger transport matters concerned.
2. Organizing and implementing passenger transport brand establishment work and service quality management of passenger stations and trains to continuously boost passenger satisfaction.
3. Strengthening the communication with the group ticket unit, ensure the arrangement and review of the group ticket plan, and take charge of organizing and arranging getting on/off of the group passengers at stations or on trains.
4. Surveying and analysing station and train passenger flow and passenger transport marketing work.
5. Management and disposal of accidental injuries for passengers at stations or on trains.
6. Organizing public opinion monitoring and emergency disposal work for passenger transport, and for the content issuance of the passenger transport sector on the Company's website.
7. Employee management and professional training work of passenger transport system, organize and fulfill the localization

work objective of passenger transport system.

8. Contacting, communicating with and managing collaboration units of outsourced business and negotiating the business contracts with them.

## **Deputy Manager, Department of Corporate Culture**

### **Work Responsibilities:**

**The responsibilities for this position will include and not limited to:**

1. Organizing personnel of the department to carry out maintenance and publicity work for internal and external public relation.
2. Organizing the department personnel to participate in the formulation of the corporate brand and culture development strategies and promoting implementation.
3. Taking the initiative to communicate with the government and relevant departments, coordinate them to carry out relevant activities with the Company, and forge friendly and harmonious public relations.
4. Daily communication and coordination with the media and establish a good cooperative relationship.
5. Receiving media interviews and formulating schemes for major external activities such as news publicity and corporate social responsibilities.
6. Organizing the department personnel to carry out public opinion monitoring and emergency disposal work, formulate coping

strategies, and provide support for public opinion regulation.

7. Maintaining the Company's website, collecting and collating data and fact statements to be publicly announced.
8. Organizing the department personnel to make publicity products such as the Company's brochures and promotional videos to manifest the Company's good image; for planning and preparing for press conferences.
9. Managing the department personnel.