

JOB VACANCY – EAC CLUSTER COMMERCIAL MANAGER

We are looking for a self-motivated, qualified individual with the right attitude and a passion for innovation to join our young and energetic team in the position of **EAC Cluster Commercial Manager**.

Department : Commercial	Contract terms : Open ended Contract
Reports to : AIF B2C Director	Location : Kigali, Rwanda

MAIN STRATEGIC OBJECTIVES AND RELATED RESPONSIBILITIES

- Drive the development and implementation of the commercial strategy for the EAC Cluster (in term of portfolio, sales, and Marketing planning).
- Responsible in designing and implementing the category sales annual and medium to long term growth plan
- Responsible of the RTM strategy, planning, activation, and optimization.
- Responsible of providing the KPIs, analyzing, defining the mitigation actions, looking at outside in / inside out market, trade, channels, and distributors performances.
- Responsible for the channel’s activation, the distributors management & operations including, leading the annual sales trade agreement, volume sales forecast (annual, quarterly, and monthly), annual distributors business planning, distributors annual activities calendar planning and execution, the channels strategy and activation.
- Work closely with multiple stakeholders, internal stakeholders, external distributors, 3rd party agencies to deliver RTM operational excellence in execution and across all channels of distribution.

ACCOUNTABILITIES

- Drive the development and implementation of the Cluster Commercial short to long term plans.
- Define, develop, and implement trade and consumer strategies, plan, execution and tracking.
- Drive results in terms of Sales volume and value, market share, profitability.
- Define, implement, and control the marketing, trade marketing and sales budget per country and for the region.
- In-depth understanding, assess and analyze current and future market development and technological dynamics (RTM, consumer, competitor channels developments), resulting in a clear direction for development of the product portfolios and channels executions.
- In-depth understanding, data availability on market segmentation, in order to fully support strategic activities and discussions.
- Define, develop and implement Go To Market (GTM) strategies, policies and guidelines per geography, per channels, by packaging formats and pack sizes, ensuring required Route To Market (RTM) with pricing and trade margins in order to approach the market in a consistent way and optimize net sales value and contribution margin.
- Ensure compliance with global, regional and local regulations.
- Implement QESH structures and systems, in line with AIF guidelines and systems, in order to meet legal obligations, guarantee the quality of processes and services and ensure a safe and healthy working place for employees
- Develop, implement and manage a cost effective and efficient Cluster Commercial organization, standard working processes and systems, in the context of an expansion to a multi-country business in order to enable optimal business performance
- Ensure implementation of HR structures and systems, to guarantee a workforce that meets current and future requirements in terms of quality and quantity, and manage and coach a team of marketing professionals
- Ensure formulation, approval and management of the yearly cost budget for the Marketing & Sales organization, in order to have the right finances available.



- Ensure definition and implementation of performance indicators and ensure periodical reporting of actual performance against these indicators, to facilitate (timely) decision taking.

BUSINESS CONTEXT AND COMPLEXITY

- Dealing with new categories, brands and markets launches and business development, in highly complex and competitive landscape.
- Handling new RTM to be established through external distributors partners.
- Dealing with distinctive targets groups of consumers with highly regulated Infants category (6-36 months)
- Developing Nootri brand to build a strong brand equity.
- Handling complex countries business environment with ongoing political instability in the continent.
- Reaching optimal alignment plans and business objectives with external distributors to achieve annual targets.
- Work in a multi-cultural and multi-language environment.
- Agile management with limited resources, leveraging on internal Function supports, distributor partners external and 3rd party agencies.

QUALIFICATIONS & SKILLS

- Must have a bachelor's degree in business related field. A master's degree is an added advantage
- +15 years (with 10 in senior), in sales, trade marketing, distribution and business development in East Africa, led by Kenya, Rwanda, Tanzania, Uganda.
- Proficient and advanced in following commercial matrix skillset including
 - Strategic Planning: Development and execution of a strategic plan for distribution network
 - Business Growth Plan and Value Proposition
 - Efficient performance monitoring and promote best practices
 - Distribution Costs and Working Capital Optimization
 - Business Context and Complexity
 - Partnering Externally
 - Commercial Technology (apply the technology / digital tools that exist to enable the full commercial plan, maximizes our impact with customers and distributors)
 - Leadership and team management
- Solid experience in large distributors management, with new RTM building and development.
- Solid understanding of financials, data analysis and market research skills
- Recognized ability to operationalize strategic plans to achieve the desired business goals.
- Capable of efficiently communicating and promoting ideas to various levels of the organization.
- Love what you do. Seen as a strong & passionate leader with a focus on people, organizational development, relationship building and change management.
- Recognized ability to solve problems and make decisions, as well as think laterally and offer creative solutions.
- Outstanding organizational skills to ensure tight deadlines are met both internally and externally.
- Willingness to travel and work flexible hours, ability to work autonomously with limited supervision

APPLICATION GUIDELINES

All applications including application letter, curriculum vitae and academic qualifications should be submitted in single PDF File via this email: recruitment@africaimprovedfoods.com for the attention of the **HR Manager of AIF Rwanda Ltd.** using the **Job Title** as the subject of the mail.

The closing date for submission of applications is **Wednesday 10th January 2024.**