

JOB VACANCY – SALES DEVELOPMENT MANAGER - RWANDA & TANZANIA

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 **Sales Development Manager – Rwanda & Tanzania**.

Department : Commercial	Contract terms : Open ended Contract
Reports to : EAC Cluster Commercial Manager	Location : Kigali, Rwanda

MAIN STRATEGIC OBJECTIVES AND RELATED RESPONSIBILITIES

- Contribute to build the channel’s activation strategy.
- Contribute to the annual distributor’s objectives, planning
- Follow on the distributor team operation and management
- Lead, plan, track and develop sales reports (daily, monthly, quarterly and yearly), in line with the distributor’s annual activities calendar planning.
- Lead, plan, track and develop trade activation reports (daily, monthly, quarterly and yearly), in line with annual trade and channels strategy and activation.
- Plan and track the RTM strategy, planning, activation and optimization.
- Provide KPIs, analyzing, defining the mitigation actions, looking at outside in / inside out market, trade, channels and distributors performances.
- 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

1. Support Nootri Growth Plan and Value Proposition

- Contribute to the development of the category/channel, trade, shoppers’ data and insights.
- Draw up and report on categories/channels strategy and yearly plans through regular updates, based on the approved category/channel vision and in agreement with Marketing and other Support Functions.
- Contribute to the design and (further) develop concepts and activities (such as strategies on distribution, pricing, promotion, shelf positioning, shelf share), in line with the approved categories/channels plans and in cooperation with Marketing and other Support Functions.

2. Support the Growth Plan and Distributors Value Proposition

- Deliver on distributors financials promises (volume, net sales, margin, market share and market performances), in line with the categories and brands plans ambitions in an evolving competitive landscape.
- Maintain a strong connection with the distributors team to anticipate future business needs.
- Contribute to develop the distributor’s team capabilities to support the business growth.
- Adapt best practices to enable business growth levers.

3. Distribution Costs and Working Capital Optimization

- Continuously optimize efficiency both costs to serve and service.
- Promote continuous improvement mindset to support AIF business growth ambition and mission.
- Stay connected with the category and market innovation trends in Distribution, and initiate propositions to update sales operations with automation, processes and systems meeting internal requirements and delivering multiples in value.

4. Category and Channels strategy planning and execution

- Contribute to the planning, coordination and implement the activities defined in the categories per channel plan
- Measure, monitor and evaluate the results of the activities that have taken place per channel and propose and implement improvements based on these insights.

- Collect, interpret and process data concerning developments and trends with regard to the categories/channel, the shoppers and the competition within the appointed area of attention.

5. Ensure efficient performance monitoring and promote best practices

- Manage the budget/forecasts process and implement cost mitigation strategies when needed.
- Ensure to comply with the established distribution agreement and governance
- Monitor performance against contractual requirements and make proper adjustments where required, to achieve the defined KPIS i.e. (Stock, Sales In, Sales Out, ND, WD, OOS, Price compliance, Coverage...)
- Ensure Distributors defined budgets, both costs and service meet the operational financial plans.
- Prepare the commercial dashboards, analyzes & maintains on a frequent basis the company's commercial metrics to ensure all opportunities and risks are visible to senior stakeholders.
- Oversee the Commercial execution agenda, making sure the sales team is consistently meeting the set execution standards: Coverage / Strike Rate / Distribution / Visibility etc.

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 2 distinctive targets groups of consumers with highly regulated Infants category (6-36 months)
- Developing and revamping Nootri brand.
- Handling complex countries business environment with ongoing political instability in the continent.
- Reaching optimal alignment on Marketing 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, 3rd party's agencies (market research companies, adhoc consultants...)

QUALIFICATIONS & SKILLS

- Must have a bachelor's degree in business related field. A master's degree is an added advantage
- +5 years in sales, trade marketing, distribution and business development in East Africa, led by Kenya, Rwanda, Ethiopia.
- Experience in small and large distributors management set-up, with new RTM building and development.
- Good level of financials, data analysis and market research skills.
- Customer- focused mindset.
- 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.
- Display strong leadership and communication skills to manage bottom-up and top-bottom stakeholders.
- Outstanding skills of use of key work office applications (PowerPoint, Excel, Word, Teams...) – ex: Xls Pivot table /V-Look Up.
- Continuous import and build capability of new work-related digital applications.
- 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
- Strong people management skills and capability building skills.

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.**