



## JOB VACANCY

Join AIF, where our vibrant team fuels the pulse of our organization, propelling AIF to its extraordinary status. We are on the hunt for exceptional individuals, equipped with the perfect blend of skills, to drive our strategic vision. Become part of a dynamic and inclusive team that champions equal opportunities for everyone and offers stellar development programs to catapult your career to unlock full potential. Elevate your professional journey with us!

Position: **Cluster Category Activation Manager**

Department: **Commercial**

Reports to: **EAC Cluster Commercial Manager**

Location: **Kigali, Rwanda**

Contract terms : **Open ended Contract**

### PURPOSE OF THE JOB

The job holder is responsible to Implement and activate the brand/category plans in the appointed markets in line with the Marketing, Business strategy and objectives, in order to build strong and profitable categories and brands.

### TASKS & RESPONSIBILITIES

#### **1. Innovation and Project Management**

- Work with cross functional teams and make proposals for projects documents.
- Prepare & coordinate all required inputs for different projects gates.
- Prepare launch and execute plans in coordination with the key Stakeholders.
- Track, analyze report and propose mitigation actions (when necessary), for sustainable results of new launches.

#### **2. Integrated analytics and market/consumers Insights:**

- Data gathering and analysis, development, and prioritization (by understanding the drivers)
- Brand health tracking methods and tools.
- In depth market and consumer understanding.
- Effectively turning consumer/shopper data and field observation into insights.
- Effectively seeking and aligning the commercial team in the analysis of data to influence consumers and shoppers along the Integrated Journey.
- Leverage internal and external data to guide short, medium, and long B2C performances vs. targets.

#### **3. Strategic Planning: Category, Portfolio and Brand Strategy.**

- Act as guardian of brand equity in all internal & external communication and activation.
- Ensure a consistent, relevant and strong brand equity across touch points and time
- Effectively communicating the brand strategy internally and externally
- Contribute to the development of the annual and long-term category, portfolio and brand strategies
- Track and evaluate the portfolio performance against clear targets and objectives
- Incorporate category opportunities in the portfolio strategy.
- Drive the Marketing strategy planning, execution and tracking process.

#### **4. In Market Execution**

- Deliver the Annual Marketing plan and contribute to the Trade activation plan as measured through the leading indicators (Mental availability) and lagging indicators (Physical availability).
- Link brand objectives to communication objectives (online and offline).
- Work with Media, Communication, Digital, and Activation Agencies to execute the Brand plans.
- Work with Monitoring & Media agencies to get optimal media exposure.

- Work with cross functional teams and external partners to deliver the right execution and targets results.
- Work with Sales and Distributors partners to activate and animate the brands across different channels (including POSM ordering, dispatching, activation, tracking and reporting).
- Contribute to developing by-channel the in-store game plan.
- Centralize the competitive information, analyze the marketplace and feedback for tactic and strategic actions and brand planning.
- Manage material production & the media planning process.
- Measure effectiveness and ROI of in-store communication against predefined objectives.
- Ensure absolute consistency of messaging at all consumer and shopper touch points.
- Monitor the execution through appropriate processes, commissioning tracking studies where appropriate.
- Ensure all brand activities within remit are on time, on budget, on strategy and on target.

## 5. In Market Execution

- Manage the portfolio and SKU mix to maximize sustainable profitability
- Track and analyze sales performance (Vol/Value) of portfolios/SKUs/brands, innovations, and individual activities against set objectives.
- Budget allocation and tracking.
- Know how to assess portfolio variances and identifies driving forces.
- Measure effectiveness and ROI of communications against predefined objectives.
- Target spend efficiently & effectively, maximizing return on investment (ROI).
- Consistently monitor and evaluates results of all initiatives and their effect on profitability.
- Create a contingency plan for each major initiative.
- Post-evaluate the effectiveness and efficiency (ROI) of executions using analytical tools.
- Continuously monitor and evaluates the plan and intervenes to keep it on track if required

## 6. Advertisement & Promotion (A&P) Management

- Put together Yearly Advertisement & Promotion plan.
- Track & Monitor A&P spend to ensure "actual is in line with forecast"
- Drive Return of A&P investment on all promotional activities

## QUALIFICATIONS & SKILLS

- Must have a bachelor's degree in business related field. A master's degree is an added advantage
- Minimum of 5 years' experiences ideally in Marketing, Trade Marketing, Brand management.
- Strong in planning and execution and good in strategic thinking.
- Good of financial acumen.
- Proficient in following commercial matrix skillset including Strategic Planning, Integrated analytics & consumer Insights, Portfolio and Brand Profitability, Integrated journey management and activation,
- Project Management, Partnering Externally, Commercial Technology
- Strong communication skills
- Strong on driving Accountability and Responsibility
- Strong on driving alignment and sense of urgency
- Strong in translating observations into insights
- Experience in managing cross functional teams and working with marketing agencies
- Experience driving innovations.



## **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](mailto: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 **Tuesday 16<sup>th</sup> April 2024.**