



1 in 4 people do not have access to electricity

*We are an equal employment opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, national origin, disability status, protected veteran status or any other characteristic protected by law.*

## **JOB DESCRIPTION: REGIONAL BUSINESS MANAGER, NORTH**

**Job Location:** Northern Nigeria

**Available Regions:** Three (3) (North West, North East and North Central)

**Reporting to:** Country Manager

**Direct Reportees:** Area Sales Managers

### **Position Description**

The job holder will be a business leader managing a designated area with the key responsibility of ensuring regional profitable growth, attainment of sales revenue through planning, execution and management of a team. This will entail consistently achieving set sales targets and growth plans for the region, building strategic relationships that will deliver a pipeline of sales growth, oversee regional opex costings and developing an effective team. The RBM will be completely responsible for driving new growth in the target region.

### **R&Rs**

- Lead in the formulation of the tactical sales strategy, business plans implementation programs & budgets within designated region.
- Provide leadership and direction; and optimize Route To Market (RTM) & Distributor development design and development aimed to deliver numeric distribution growth and increase sales Revenue.
- Oversee the Regional Opex management focusing on optimizing key cost drivers and deliver profitability
- Champion the Customer Experience agenda within the region to deliver top of class experience on the after sales touchpoints
- Champion brand and trade visibility within the region through excellent trade marketing execution & relationship management.
- Market intelligence – be the go to person on the region market insights and develop strategy to counter competition growth and maintain/improve market share
- Engage & manage staff performance, capability & capacity development through coaching & field accompaniments.
- Responsible for total business in Partnerships, Retail and PAYGO channels in the region.



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### **KPIs**

- Deliver within the set sales targets (monthly and quarterly) on PAYGO and Portable portfolio
- Growth of active distributor network
- Optimized Sales Head Count (numbers are active and within approved budget forecasts)
- Regional Net Promoter Score
- Regional Opex Utilization and Profitability
- Regional delinquency trending (have a positive outflow/inflow)
- Regional stock management – variance analysis

### **Desired Skills and Experience**

- Minimum degree in a business field acquired from a reputable university
- Minimum of 5-8 years hands on experience in managerial job in Service or FMCG/Telecom/Insurance/renewable energy industry within **North West, North Central and North East zones of Nigeria** – a proper understanding of a particular region (having worked there) will be an added advantage.
- **Must be very fluent in Hausa and other relevant local languages.**
- **Must be resident within the northern states and have a deep knowledge of the region.**
- Demonstrated ability of developing and leading a sales team that exceeds expectations
- Proven track record of hitting and exceeding targets and building partnerships
- Demonstrate problem solving capability – ability to create win-win situations while deriving desired numbers and outcomes
- Commercial acumen – demonstrate ability to build business concepts from ambiguity and deploy within short periods of time to achieve high level of success
- Willingness to spend an average of 4 days a week in the field
- Strong mindset for continuous improvement and meeting and exceeding expectations and able to demonstrate complete discretion and confidentiality
- Passion for social enterprise, development of people and environmental benefits

### **How to apply:**

Interested and Eligible candidates should send their up-to-date resume in **pdf format only** to [recruitment.nigeria@dlight.com](mailto:recruitment.nigeria@dlight.com). Deadline for submission of interest is Sunday 31st March 2019.

