



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: SENIOR PRODUCT MANAGER

Job Location: Nairobi - Kenya
Reporting to: Marketing Director – Africa
Business Travel Needs: 30% International Travel

Position Description

A member of the d.light Africa Marketing Team, the job holder will drive business growth by defining and refining an effective products and innovation lifecycle management and prioritization framework whilst ensuring institutionalization of its practices across the d.light Africa.

R&Rs

- The job holder will develop and institutionalize an effective products governance framework
- The job holder will develop extensive category understanding for d.light products.
- The job holder will be the **subject matter expert** in innovation and innovations management and provide thought leadership
- The job holder will ensure a Products Innovation Strategy Formulation encompassing customer, revenue (income) growth and market share growth strategies
- The job holder will lead overall Products Portfolio Management for d.light Africa
- The job holder will oversee the development and management of the full portfolio funnel and roadmap, directing the prioritization process and ensuring timely delivery of quality and products and propositions for d.light Africa
- The job holder will use customer insights and marketing intelligence development for impactful value propositions delivery
- The job holder will oversee and guide pricing and business case development for all new products / propositions
- The job holder will lead the Design and Development of right and relevant products in conjunction with Sales, Marketing and Platform in a cross functional manner
- The job holder will be the Custodian of the Innovation Process, Innovation Funnel for Africa VI, provide custody of proprietary Products Information & documentation including Product Specifications, Change Requests and Sign-offs



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- The job holder will recommend the **nature and scope of present and future product lines** by reviewing product specifications and requirements; appraising new product ideas and/or product or packaging changes.

KPIs

- Africa VI annual revenue plans geared towards delivering set growth targets through an appropriate Product Portfolio – New Product Revenues
- Category Share
- NPS (Net Promoter Score) Growth

Desired Skills and Experience

- Minimum of 7-10 years' experience in New Product Development
- The candidate should also demonstrate ability to adapt global best practices to local contexts.
- Experience in working with senior teams to develop & execute New Product Development strategy of a mid-size or large corporate in a matrix environment
- Demonstrate **analytical capability** to utilize of data trends & analysis to guide business decision in all marketing initiatives (in both short & long term aspects)
- **Commercial acumen** to support in executing marketing plans to derive profitability and revenue generation.
- Experience leading team in a fast-paced environment (preferably Telco, FMCG or Service), partnering with senior managers and business leaders
- Strong mindset for continuous improvement and meeting or exceeding expectations and able to demonstrate complete discretion and confidentiality
- Superior **verbal and written communication skills**, with an emphasis on tact and diplomacy
- Business driven and **exceptional influencing skills**; Excellent organizational, multi-tasking, presentation and time-management skills
- Passion for **social enterprise**, development of people and environmental benefits

How to Apply

Qualified candidates should submit their CV and cover page to hr.africa@dlight.com