



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: BUSINESS DEVELOPMENT MANAGER

Job Title: Business Development Manager: West & Central Africa

Location: Flexible

Reporting to: Managing Director of Global Partnerships

Background

d.light innovations have helped shape global off-grid markets for more than a decade. With an expanding portfolio of solar lanterns and solar home systems that are distributed at more than 30,000 retail outlets in nearly 70 countries to 100 million customers, d.light continues to manifest its vision for designing and delivering the future of light and power.

Broadly speaking, d.light operates in two types of markets: vertically integrated markets where d.light sells products directly to end-consumers (e.g. Kenya), and partner markets where d.light works with strategic local partners able to manage the import, sale, and after-sales services necessary to support off-grid communities with the full range of d.light products.

Position Description

As the Business Development Manager for West & Central Africa, you will be part of the fast-growing Global Partnerships team which is focused exclusively on developing partner markets over the globe and you will report to the Managing Director of Global Partnerships. Your territory is vast and extremely dynamic, with more than 375M people living in 20+ countries (West, Central Africa, other French speaking markets like Madagascar).

Your overarching goals will be (1) to reinforce the relationships and operations between d.light and its existing strategic partners in W&C Africa, and (2) to source, launch, and manage new strategic business partnerships.



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R&Rs

- **Client Management** – Collaborate side-by-side with existing d.light partners in order to streamline their operations and support the growth of their businesses
- **New Business Development** – Develop rank-ordered, value-based pipelines of strategic partnerships, and then close deals in order to deepen d.light’s presence in the region and measurably accelerate partner growth
- **Strategy and Incubation** – Liaise with existing partners and other regional stakeholders in order to serve as d.light’s regional voice for hardware and software roadmap planning. Work closely with d.light’s Product, Marketing, and Software teams to analyze new potential features and functionalities for d.light’s software and portfolio of solar lanterns, home systems, and appliances.
- **Research and Analysis** – Work closely with business clients and industry stakeholders to develop relevant market research and collect competitive intelligence to support Senior Leadership in decision making at the Regional and Global levels.
- **Marketing Support** – Work with the Director of Marketing and partners to develop joint-marketing campaigns of the d.light brand to increase brand awareness in the region.
- **Country Sales Agent Management** – Recruit and manage country-level sales agents once the business has scaled to a sufficient level in that market to support the expense.

KPIs

- Sales target in the region.
- Strategic and tactical plans to build a business pipeline of opportunities that are intended to lead to the achievement of revenue objectives.
- Growth of market share in the designated region.
- Zero churn of existing clients.
- d.light brand positioning to be among the top 3 in the designated region.



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Desired Skills and Experience

- Native ability in English and French.
- 5-8 years' experience in sales, business development and/or strategy consulting with demonstrated experience operating in emerging markets.
- Bachelor's degree in sales, marketing or business related field. Graduate degree in a related field is desirable.
- Self-starter with a strong mindset for continuous improvement, autonomy and comfort working in unfamiliar business environments within a decentralized team.
- Experience and demonstrated success in closing deals.
- Experience working directly with B2B clients and senior internal teams to develop and execute go-to-market strategies for large organizations or start-ups in emerging market contexts.
- Experience in working with a cross-culture team and a fast-paced environment, preferably in the Fast Moving & Consumer/Electronics Goods or Telcom sector or in a sales organization
- Ability to understand business goals and recommend new approaches, policies and procedures to effect continual improvements in business objectives, productivity.
- Superior verbal and written communication skills with an emphasis on tact and diplomacy
- Business driven, people focused, with 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

Candidates who meet the role requirements should submit a cv and cover letter to hr.africa@dlight.com

