



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: CATEGORY & MIX MANAGER

Job Location: Nairobi
Reporting to: Marketing Director Africa
Direct Reportees: None

Position Description

The job holder will manage a group/category of products for d.light and be responsible for pricing and overall promotion of a product category to maximize consumer appeal and growth (in volumes & amounts)

R&Rs

- The job holder should develop extensive category understanding for d.light products. The job holder will be the subject matter expert in assigned categories and provide thought leadership
- The job holder will develop an insight framework that will provide data inputs into category definition and product hierarchy, provide insight and perspective of the various channel dynamics on assigned categories. Notable here will be:
 - Assesses market competition by comparing the company's product to competitors' products
 - Assesses product market data by calling on customers with field salespeople and evaluating sales call results
 - Facilitates inventory turnover by reviewing and adjusting inventory levels
- The job holder will partner with business to derive category ranging, pricing and promotions across customer channels.
- The job holder will lead category management projects to drive category growth. Notable here will be:
 - Obtain product market share by working with sales directors/ country managers to develop product sales strategies
 - Support introduction of new products to market by analyzing proposed product requirements and product development programs; preparing return-on-investment analyses; supporting Products Development team with insights & market nuances
- 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

- Category Growth as per set budgets
- Product line P&L
- Category share
- Delivery of category projects within approved scope & timelines



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Desired Skills and Experience

- Minimum of a degree in a business-related field (BCom / BSc / BA in business administration, marketing or related field)
- 5-7 years of experience working with a leading company (Category Management, Shopper Insights, Sales or related position)
- Demonstrated knowledge of Category Management philosophies, tools and processes and proven record of success
- Demonstrate excellent analytical skills with a strategic ability
- Strong mindset for meeting or exceeding expectations and able to demonstrate complete discretion and confidentiality
- Strong people management skills and the ability to manage and persuade at all levels of the company is essential.
- A thorough understanding of retail insights is essential.
- Good verbal and written communication skills, with an emphasis on tact and diplomacy
- Passion for social enterprise, development of people and environmental benefits
- Good understanding of Smartphones / Value Added Services & Route to Market will be an added advantage

How to Apply

Candidates who meet the requirements should submit their CV and Cover Letter to hr.africa@dlight.com

