



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

JOB DESCRIPTION: KEY ACCOUNTS EXECUTIVE – MODERN TRADE

Job Location: Kenya

Reporting to: Business Development Manager-Modern Trade & Government.

Job Tier Level:

Business Travel Needs: Frequent travel, more than 50%

Position Description

The successful applicant for this role will be a commercially experienced individual with a proven ability to identifying and recruiting new partners for long-term success as well as manage existing key accounts to drive growth.

The priority is to maximize revenue generation by managing all activities associated with pipeline management, sales, and forecasting.

R&Rs

- Develop strategic relationships with key accounts to drive commitment to d.light products to increase revenue.
- Working with the Merchandisers, develop a robust pipeline of high quality prospects, demand generation and effectively communicate, report, track and manage sales pipelines.
- Maintaining excellent relationships with key head office partner personnel.
- Build and Coordinate agent support including agent training, merchandising and below the line (BTL) marketing strategies, support and execution.
- Develop and maintain key performance indicators for new business.
- Responsible for developing & deploying business propositions that will convert to revenue.
- Overall responsibility to offer back office support to the sales leads. This will involve preparation of quotations, price negotiation documents, project management of customer deployment activities.
- Overall responsibility for account management and activities supporting the business leads. Playing an integral role in new business pitches and hold responsibility for the effective on-boarding of new clients.
- You will act as the key interface between the customer and all relevant divisions.



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- Accounts receivables ensuring that payments come within the agreed timelines without fail.
- Reconciliations, ensure that Account statements and invoices are reconciled and that we maintain a healthy book with Key Accounts partners. **NO ROOM FOR DELAYED PAYMENT OF INVOICES.**
- Come up with proposals for innovative promotions/activities across the year to help the key account partners with shelf offtake.
- Managing communications between key accounts and internal teams.
- Planning and presenting reports on account progress, goals, and quarterly initiatives to share with team members, stakeholders, and possible use in future case studies or company training
- Analyzing client data to provide customer relationship management.

KPIs

- Closure of sales project activities within approved timeline
- Revenue realization per sales vertical
- Relationship Management score

Desired Experience

- Bachelor's degree in Marketing, sales or related field such as business administration.
- 5/6years' experience in selling products in a B2B environment.
- Proven track record in sales, business development and winning new business
- Experience in selling in East African market will be an advantage
- Superior verbal and written communication skills, with an emphasis on tact and diplomacy.
- Passion for social enterprise, development of people and environmental benefits

Knowledge and Skills

- Capacity to innovate, creating new processes and structures across distribution network.
- Ability to manage inventory and stock across multiple regions.
- Ability to lead planning and execution for national BTL marketing strategy.
- A proven track-record in relationship selling to C-Suite decision makers.
- Excellent computer literacy and communication skills.
- Affinity towards entrepreneurship, understanding potential benefits of mobile technology to low-income people.



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- English and Kiswahili fluency Previous experience in Account Management or Territory Sales and display an attitude that is key to success.
- Strong account management and relationship building skills.
- Experience of managing major national accounts at head office level.

Skills and Competencies

People and Team Development: Demonstrates inspirational leadership that motivates and engages others. Leads and develops high performing teams where everyone feels valued and contributes to the continued success of the organisation. Acts as a role model; inspires people to act.

Drive Results: Translate strategy into action and drives tenaciously and innovatively for outstanding results. Displays creativity in avoiding problems, reacting quickly and decisively to deal with risks and opportunities.

Relationship Management: Develops and maintains effective collaborative relationships and networks with strategic contacts.

Ownership: Takes personal responsibility for performance. Champions continuous improvement and inspires others to deliver whilst balancing risk, business competitiveness and customer satisfaction.

How to Apply

Candidates who meet the requirements should submit their CV and cover letter to: recruitment.kenya@dlight.com before 12th March, 2020.

