



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 REPRESENTATIVE**

**Job Location:** Kenya- Western, Nyanza, Coast, South Rift region.

**Reporting to:** Business Development Manager

**Job Tier Level:** Level 2A

**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 establish and manage networks, identifying and driving new business opportunities and achieving overall sales and revenue goals within a defined business line in the assigned region. This will involve actualizing new customer acquisitions, upselling initiatives to existing customers in Kenya.

Despite the role being region specific, candidate should be flexible enough to work anywhere in Kenya as the business environment dictates.

### **R&Rs**

- Overall responsibility for driving market research/intelligence that will inform proposition development for Alternative Channels, MFI / Saccos and Modern Trade Business.
- Build and manage network and retail outlets operating within these segments of NGOs, Faith Based Organizations, Agricultural Organizations, Social Enterprises, or Saccos, MFIs and Chamas, or Direct agents, corporate, government sales,
- 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 prepare quotation, price negotiation documents, project manage deployment of customer activities.



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- Overall responsibility for account management activity supporting the business leads. This will involve managing customer escalations, providing management information and reports.
- Cover for Manager as and when required

### **KPIs**

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

### **Desired Experience**

- Diploma in Sales & Marketing or related field such as business administration, telecommunications.
- 2years' experience in selling products in a B2B environment.
- Proven track record in sales, business development and winning new business
- Good verbal and written communication skills,
- Ability to work with teams, strong interpersonal skills enabling connects with people at various levels of seniority
- 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.
- Knowledge of the local business environment, particularly in financial services, mobile money or telecoms industries.
- Ability to build and manage relations at all levels both within the company and outside with medium-sized entrepreneurs.
- Excellent computer literacy and communication skills.
- Affinity towards entrepreneurship, understanding potential benefits of mobile technology to low-income people.
- English and Kiswahili fluency



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## **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](mailto:recruitment.kenya@dlight.com) before 7<sup>th</sup> May, 2021.

For details more details about the opportunities, visit our careers page on our website [www.dlight.com](http://www.dlight.com)

## **About us**

Founded in 2007 as a for-profit social enterprise, d.light manufactures and distributes award-winning solar products designed to serve the more than 2 billion people globally without access to reliable electricity. With operations across Africa, Asia and the Americas, d.light has impacted close to 100 million lives with its products and solar solutions. For more information, visit [www.dlight.com](http://www.dlight.com)

