

## Head of Carbon Sales at BURN Manufacturing

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Company: JobWebKenya

Location: Kenya

Category: other-general

### Job Description

BURN designs, manufactures, and distributes aspirational fuel-efficient cooking products that save lives and forests in the developing world. BURN has revolutionized the global cookstove sector by proving the business case for selling a high quality, locally manufactured and unsubsidized cookstoves. Since , BURN has sold ,+ high quality, locally manufactured and unsubsidized jikokoas stoves in East Africa. These stoves have helped 1,,+ beneficiaries save \$39 million in fuel expenditures and , tons of wood while reducing indoor air pollution by 65%. BURN currently sells ~10, stoves per month and intend to double sales by the end of .

### Position Summary

Reporting to the **Carbon Finance Director**, the **Head of Carbon Sales** will be responsible to lead the development of our carbon credit sales strategy and key lead for closing large, multi-year deals through both indirect and direct sales channels through our Carbon sales team.

### Key Responsibilities

Design, manage, and monitor sales practices and tools to create repeatable, scalable sales processes that accelerate growth quickly, including scripts and pricing strategies.

Build and execute a comprehensive go-to-market sales strategy.

Collaborate with members from the Carbon and Marketing departments to produce marketing materials for projects, monthly newsletters to the customer base, and market

announcements, etc.

Lead the creation, development, and recruitment of a specialist Carbon sales desk.

Develop and maintain a robust CRM database of clients.

Oversee a sales team that keeps in regular contact with our customer base.

Establish, monitor, and report on goals and key performance indicators (KPIs)

Oversee market analyses related to industry trends and client trading activity, to optimize sales timing and achieve optimum pricing.

### **Key Qualifications**

5+ years of mid-senior level sales experience with a consistent multi-year growth record

Preferably experienced in carbon offset credits or fair-trade commodity markets

Demonstrated experience building and managing a sales' desk with a strong sense of process orientation.

Demonstrated leadership and mentorship experience.

Skilled at closing deals with senior stakeholders across large companies

Self-motivated, mature, with a high sense of ownership and drive

Collaborative mindset, working well across multiple offices and departments.

Excellent communication skills (written and verbal), with CRM platform & tools proficiency.

Technical acumen to learn and discuss standards and carbon credit quality and markets.

Based in/Open to relocate to Nairobi, Kenya.

A passion for BURN's mission

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