

## Senior Business and Partnership Development Manager (Kenya)

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Company: Farmerline Limited

Location: Kenya

Category: other-general

Learn About Farmerline Farmerline is dedicated to reimagining how the world thinks about and invests in the livelihoods of small-scale farmers. Our mission is to create lasting profits for farmers everywhere. We approach challenges with bold and systemic thinking while maintaining a lean and nimble operation. Farmerline was founded in 2013, has been a fast growing Agtech company in Africa. The company has raised over \$20 million since incorporation. Farmerline's digital marketplace combines logistics, field agents, farm resources and agribusiness partnerships to support African farmers. We have reached 1.7M farmers by deploying our tools and services through 3,000+ strategic partners across 48 countries. Impact assessments show that averagely we increase yield by ~2X and \$306 increase in net income. Our technology platform Mergdata is licensed or white labeled to development partners, global food traders and governments who use its customisable tools to improve the lives of farmers around the world We foster a learning organization where you will have the opportunity to apply your ideas and creativity to solve problems on a daily basis. If you are drawn to a dynamic, collaborative culture, set high standards, and tackle challenges with determination and to make a positive impact on millions of lives, Farmerline is the perfect environment for you to thrive. Field Details Job Title Senior - Business & Partnership Manager (Kenya) Department and Location Corporate Services, Kenya Incumbent Supervisor COO Suggested start date Immediately Length of assignment Permanent role subject to performance Role Overview The overall purpose of Senior - Business & Partnership Manager is to meet and exceed sales targets and business goals by bringing Farmerline's tools and services to clients and partners around the world. The role

involves building a deep understanding of Farmerline's technologies, products, services, and potential tools, translating these to fit the needs of a wide range of organizations (including but not limited to Local agribusinesses, Global Traders and Manufactures, Food Brands, Cooperatives/ Farmer groups, NGOs, Donors, Government institutions) working to improve the livelihoods of farmers and help create lasting profit for farmers everywhere. You will be evaluated based on partnerships initiated and managed successfully, and sales closed. The ideal candidate is a self-starter and a team player, has strong written and verbal communication and presentation skills and a deep understanding and network of the global commodity supply chain - focus on Cashew, Soybean, Coffee), agricultural digitalization and business intelligence and insight services.

**Responsibilities Business Development & Revenue Generation**

Provide general support to Farmerline's business development processes by participating on concept notes and proposals and business development marketing materials: management plans, corporate capability statements; Stay abreast with key market trends and intelligence with the ability to seek new business opportunities and formulate sales strategies to capitalize on growing the business

Establish and develop relationships with key contacts in potential organizations to foster partnerships and business development opportunities. Understand the needs of your customers and be able to respond effectively with a plan of how to meet these needs

**Consultative sales and account management of new and existing partner base**

**Prospecting** Generate sales leads, actively engage and manage a growing pipeline of potential partners (Local agribusinesses, Global Traders and Manufactures, Cooperatives/ Farmer groups, NGOs, Government institutions), prioritize and build strategic relationships with them based on needs and alignment to Farmerline's mission and business goals. Assess and convert leads with sales potentials from the Marketing and Communications team

Grow Farmerline's market share across Africa in the digitalization of commodities sector, prospecting, cold calling, and networking within the global commodity trading/ sourcing, agricultural and nutrition security, and other relevant sectors with a primary focus on countries in East Africa.

Prepare proposals and conduct professional presentations to prospective and existing customers and partners

**Research/Forecast and Negotiation** Research and identify new business opportunities - including new markets, growth areas, trends, customers, partnerships, products and services - or new ways of reaching existing markets

Carry out sales forecasts and analysis and present your findings to senior management/the board of directors

Research and attend relevant seminars, conferences and events to

expand network and boost sales potential Leverage knowledge, experience and network in local and global market space to negotiate prices and secure deals from local and international businesses. Others Become fully conversant on Corporate and Farmer Services operations, historical and current, and be able to support, advise and recommend to team and partners best approach for collaboration in order to achieve sales target and business goals Required Qualifications Bachelors or Masters Degree in an appropriate field of study Successful track record in building partnerships, relationship management, and business development in the commodity industry (especially soya bean, coffee Cashew) with increasing responsibilities with a minimum of 5 years of experience. Ability to establish and maintain effective working relationships with the business community, industry players in agriculture, customers, and colleagues Excellent organization, problem-solving and time management skills. Excellent writing and presentation skills in English; especially budget and proposal writing The ideal candidate must have resided and worked in Kenya for a minimum of 5 years Demonstrated ability to learn new processes and adapt quickly to changing requirements and roles Proven experience in client prospecting, negotiation, closing, client relationships and meeting sales goals Advanced use in productivity tools and Sales CRM such as Pipedrive. Powered by JazzHR

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