

Senior Business Development Manager

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Company: Recruitment Room

Location: Nairobi

Category: other-general

What we are looking for

We are looking for an exceptional Senior Business Development Manager with a proven experience within the Kenyan market, and excels in operationalizing strategic initiatives to drive business success. The ideal candidate will have extensive experience in sales, trade marketing, distribution, and business development, coupled with a demonstrated ability to support our growth plans and enhance value propositions for both our products and distributors.

What does the job involve

Contribute to building the channel's activation strategy and annual distributor objectives and planning.

Lead and oversee distributor team operations and management, ensuring alignment with annual activities calendar planning.

Develop and maintain sales reports (daily, monthly, quarterly, yearly) to track performance against distributor objectives.

Coordinate trade activation reports to support annual trade and channels strategy and activation plans.

Plan and execute the Route-to-Market (RTM) strategy, including activation and optimization efforts.

Provide key performance indicators (KPIs) analysis and define mitigation actions to improve market, trade, channel, and distributor performances.

Collaborate with internal and external stakeholders to ensure operational excellence across all distribution channels.

Support Nootri's growth plan and value proposition by contributing to category/channel development and insights.

Deliver on distributors' financial promises and maintain strong connections to anticipate future business needs.

Continuously optimize distribution costs and working capital efficiency, promoting a continuous improvement mindset and staying abreast of market trends and innovations.

Qualifications

5+ years' experience in sales, trade marketing, distribution and business development in Kenya

Experience in small and large distributors management set-up, with new RTM building and development.

Good level of financials, data analysis and market research skills.

Recognized ability to operationalize strategic plans to achieve the desired business goals.

Capable of efficiently communicating and promoting ideas to various levels of the organization.

Customer-focused mindset, love what you do. Seen as a strong & passionate leader with a focus on people, organizational development, relationship building and change management.

Recognized ability to solve problems and make decisions, as well as think laterally and offer creative solutions.

Display strong leadership and communication skills to manage bottom-up and top-bottom stakeholders.

Outstanding skills of use of key work office applications (PowerPoint, Excel, Word, Teams...) – ex: XIs Pivot table /V-Look Up

Continuous import and build capability of new work-related digital applications.

Outstanding organizational skills to ensure tight deadlines are met both internally and externally

Willingness to travel and work flexible hours, ability to work autonomously with limited supervision

Strong people management skills and capability building skills.

Benefits

Travel and communication allowance.

Health Insurance.

Salary + Comms.

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