



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 MANAGER – INSTITUTIONAL BUSINESS

- Job Location:** Kenya
- Reporting to:** Head of Business Development
- 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 partner institutions for long-term success as well as manage existing institutions 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 institutions to drive commitment to d.light products to increase revenue.
- Working with the Business Development Executives, 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.



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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.
- English and Kiswahili fluency

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.



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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 21st January 2020.

About d.light

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

