



## OUR VALUES

Family	Ownership	Opportunity	Tomorrow
Authenticity, Teamwork, Integrity	Persistent problem-solver	Develop yourself, the team, and the brand	Ideas to build the future

## JOB OVERVIEW

*You will succeed in this Job if you are a strong leader with vast experience in Africa and able to prioritize and strategize well to fuel growth.*

**Job Title:** Direct Sales Head

**Department:** Commercial

**Duty Station:** Group - any Opco (Kenya, Rwanda, Uganda or Ghana)

**Reports To:** Group, CCO

**Type:** Full Time

### Job Purpose:

The Direct Sales Head will be responsible for developing and implementing effective sales strategies to drive revenue growth and meet sales targets for Jibu Group. This position requires a proactive and results-oriented individual with a strong background in direct sales management and relationship building

**Supervision Received:** This position works highly autonomously and reports directly to the Head of Commercial

### Duties & Responsibilities:

1. **Sales Strategy Development:**
  - a. Develop and implement a comprehensive direct sales strategy aligned with the company's business objectives.
  - b. Identify new business opportunities and market segments to expand the customer base.
2. **Team Leadership:**
  - a. Recruit, train, and lead a high-performance direct sales team.
  - b. Lead all Corporate Stores team and ensure productivity levels and targets are met
  - c. Provide guidance and motivation to ensure the team achieves individual and collective sales targets.
3. **Performance Monitoring:**
  - a. Monitor and analyze sales performance metrics to identify areas for improvement.
  - b. Implement corrective actions and strategies to enhance overall sales effectiveness.
4. **Customer Relationship:**
  - a. Build and maintain strong relationships with key customers, ensuring their needs are met and exceeded.
  - b. Collaborate with the marketing team to develop customer engagement initiatives.
5. **Brand Adherence:**
  - a. Ensure that Corporate Sales and Corporate teams adhere to brand standards and guidelines.
  - b. Conduct regular audits and assessments to verify compliance and implement corrective actions if necessary.
6. **Market Feedback:**
  - a. Gather feedback from Corporate Stores and Sales teams regarding market trends, customer preferences, and competition.



- b. Provide insights to the franchisor for strategic decision-making and continuous improvement.
- 7. **Collaboration with Cross-Functional Teams:**
  - a. Work closely with other departments such as marketing, operations, and finance to align Direct Sales strategies with overall business objectives.
- 8. **Performance Reporting:**
  - a. Prepare regular reports on Direct Sales activities and performance .
  - b. Present findings to leadership and contribute insights for strategic planning.

## Experience Requirements

- Bachelor's degree in Business Administration, Marketing, or a related field.
- Proven experience in direct sales management, preferably in the water or related industry.
- Strong leadership and team management skills.
- Excellent communication and interpersonal abilities.
- Results-driven with a focus on achieving and exceeding sales targets.

## Culture Fit Criteria:

*At Jibu, we do not recruit based CVs only, we look for a candidate with the right attitude, hunger for success and talent.*

- A mature leader, able to carry the weight to enable her team to perform and thrive
- Highly motivated to *Get Things Done* in an autonomous and independent matter
- Strong entrepreneurial and business instincts
- Proficiency with Microsoft Office suite including Excel, Word and Powerpoint
- Perfect knowledge of English and other local languages

## Internal Interfaces:

- Operating Companies
- OpCo Leaders
- Executives

## External Interfaces:

- Commercial Leadership
- Business Leaders
- Procurement Managers
- Potential partners

**Interested? Please apply by expressing your interest and a link to your LinkedIn or CV to [jobs@jibuco.com](mailto:jobs@jibuco.com) with the subject line, "Head of Direct Sales"**