



Job Description – Sales Development Leader Mombasa

Social Bites is a newly established company with sales of a frozen dairy product range targeted low-income consumers. The business is organizing a street based distribution into low-income areas in larger cities in Kenya. Social Bites is looking to recruit an experienced individual in Mombasa who will drive the sales development of the business in Mombasa. The individual will assist in driving the implementation of the company's sales and distribution strategy in Mombasa. In doing so, the individual will assist to identify and develop both the right infrastructure and the right team members in order to facilitate a successful roll out of the business in Mombasa.

Most of the activities undertaken by the Sales Development Leader will be related to field oriented sales development tasks as opposed to desk related. The individual needs to possess an in-depth knowledge of the FMCG sector in Mombasa and have a strong "sales-builder" mindset rather than a "sales-maintenance" mindset. The individual also needs to be a strong relationship builder and be able to leverage on these relations to develop the business in Mombasa.

From the outset the individual will report to the CEO and provide support to him for a wide variety of tasks. This includes but is not limited to

Activities

- Commissioning of new Social Bites Depots
- Activating new distributors
- Scouting for sales depot locations
- Implementing operational processes at Depots and with distributors
- Manage sales depot staff and distributors
- Taking active part in preparation and implementation of marketing campaigns
- Providing feedback from market

Criteria for role

- Between 30 and 40 years of age
- In-depth sales experience from the FMCG industry in Mombasa
- Experience in working with distributors in the informal trade
- Field oriented
- Structured mindset
- Proactive mindset and likes to take initiative
- Ability to think analytical and plan effectively
- Ability to build strong relations with customers