



Job Title: Sales Manager
Location: 50% Kigali, 50% Lake Kivu region
Compensation: Commensurate with Experience
Start date: Q2 2023

About Kivu Choice:

Kivu Choice is the sister company to Victory Farms, the largest aquaculture platform in East Africa, based in Kenya. We launched our Rwandan business in Q4 of 2021 and have since built a vertically integrated aquaculture company with associated hatchery, cage production, distribution, and sales operations. Over the next 5 years our plan is to scale to become the largest and most sustainable protein producer in the country, producing and distributing over 50 million fish meals per year across Rwanda, DRC, and Burundi.

Description:

We are looking for an ambitious and dynamic Sales Manager to come in and immediately make an impact on the organization. This person will manage our innovative local and export sales model and our nationwide branch network. The role is fundamental to help Kivu Choice achieve its ambitious commercial plans and build the business into Rwanda's largest protein producer and distributor.

What we're looking for:

- 6+ years in working in sales and marketing
- Must have a charismatic and high energy personality
- Strong interpersonal skills and an effective relationship builder
- Excellent mentoring, coaching, and people management skills
- Experience with rural community development initiatives is a plus
- Experience in a target driven role; responsible for meeting and exceeding quarterly targets
- Work experience in DRC and Burundi is a plus
- Excels in a startup environment by staying organized, not being afraid to take initiative and willing to jump in and help wherever needed
- Fluent in English and Kinyarwanda, French is a plus

Duties:

- Supervise, motivate, and monitor performance of the sales team
- Plan and carry out marketing activities to spur traffic to new and established branches
- Actively manage and develop our local sales ecosystem including the onboarding of new market-women, wholesalers, restaurants, and supermarkets
- Identify and develop DRC and Burundi trader relationships
- Manage trade orders and keep the trade network abreast of upcoming harvest volume forecasts
- Develop and grow a network of local buyers in each export market to support cross-border traders
- Carry out market studies, customer surveys, and provide regular reporting on trade dynamics in each local and export market

To apply, send your CV and Cover Letter to recruiting@kivuchoice.com