

**JOB ADVERT-(INTERNAL & EXTERNAL)**

CIMERWA Ltd is Rwanda’s largest cement manufacturer with a capacity of 600,000tons of cement per year with PPC Ltd having 51% shareholding. The company Operates a dry process technology Plant in Muganza Sector, Rusizi District in Western Province. As part of its localization and optimization plans the Company is recruiting professionals to fully optimize its production capacity and hence cater for the country’s growing demand for cement and that of the region.

CIMERWA Ltd is looking for an experienced professional to fill the following vacancy.

JOB PROFILE TEMPLATE

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| **JOB DETAILS** | |
| Position title | National Sales Manager (NSM) |
| Reports to | Head Sales and marketing |
| Status | Vacant |
| **KEY CUSTOMERS** | |
| **ROLE OVERVIEW** | |
| The NSM will coordinate with other senior managers to develop and execute an effective commercial strategy that will enable the Company to achieve its target market share, volumes and margins. The holder will ensure that the sales goals of the Company are met across all regions and Route To Market (RTM) channels. They will also oversee teams of regional and segment consultants to ensure their successful performance while developing and maintaining successful relationships a diversified range of customers. The role also calls for creativity, thorough knowledge of the market and sales processes to provide innovative ideas for business  growth. | |
| **QUALIFICATIONS** | |
| * Degree in Sales, Business Administration or other relevant field Relevant additional professional and / or post-graduate qualifications would be advantage | |
| **EXPERIENCE & REQUIREMENTS** | |
| * Proven work experience managing a high-performance sales team with at least 5 years in a busy Corporate environment, preferably heavy manufacturing or FMCG. * Possesses a good knowledge of current market trends, their influence on sales and is able to obtain market insights / intelligence on an consistent basis. * Is persuasive and can easily influence others * Has good leadership and communications skills, both written and verbal * Ability to understand and analyse sales performance metrics * Solid customer service attitude with excellent negotiation skills * Strong communication and team management skills * Analytical skills with a problem-solving attitude * Experience in use of ERP (preferably SAP), CRM and other sales management software and the Microsoft Office Suite * knowledge of ISO QMS 9001:2015, EMS 14001:2015, OHS 45001:2018 systems * Availability to travel as required * Proven Integrity & honesty | |
| **KEY RESPOINSIBILITIES & OUTPUTS** | |
| **Responsibilities.**   * Collaborate with senior executives / managers in the development and implementation of:   + an integrated sales, marketing and branding plan that is aligned to the Company business plan.   + an effective Route-To-Market / channel plan that is aligned to the Company business plan. This should include implementation of new and innovative sales solutions to differentiate CIMERWA Plc’s value proposition form that of the competition. * In collaboration with Marketing and other executives, develop and execute an effective strategic Sales and Marketing plan covering all the RTM channels and regions. * Proactively and energetically grow and/or defend market share through leadership of the sales teams. * Deliver on sales targets to achieve business strategy and maximize volume and margins. * Major Account management and senior relationship management of key customers. * Preparation and submission of major tenders. * Alignment of the sales team and support functions in order to resolve escalations timeously. * Collate, interpret, and guide the business with market intelligence (pricing, competitor activity, customer, consumer, etc). | |

* Planning & forecasting of sales.
* Drive effective stakeholder engagement actions to maintain a high standard for CIMERWA Plc image in the marketplace.
* Actively explore new business opportunities in the market and drive business cases for the same
* Maintain current business through efficient delivery, consistency, and quality.
* Sales team development by effective selection and development of talent within an effective and ‘fit for purpose’ organization.
* Deliver & maintain strong brand perception by establishing & maintaining strong customer relations & consistently meeting customer needs
* Ensure alignment of sales & marketing with other functional areas at CIMERWA including supply chain to ensure that the supply of product and logistics capacity exists to meet customer demands
* Manage Resources through Budgeting & Forecasting for sales and tracking performance to ensure targets set are achieved by driving necessary corrective actions.
* Implement and continuously refresh the system and organization for provision of Sales Management Information e.g. periodic dashboards etc. Specifically, collaborate with the Marketing function to ensure that the function has a clear monthly /daily report covering sales volumes, pricing, segment performance, market share trends, competitor activity and margins evolution and that the same is submitted timeously as per the agreed deadlines.
* Actively understand industry trends and competitor activity and capture salient points effectively monthly for management attention.
* Implement an effective self-assessment and benchmarking framework within the sales function with the aim of driving continuous improvement in all spheres.
* Negotiate and close agreements with large customers
* Identify new potential customers and new market opportunities
* Provide timely and effective solutions aligned with customer needs
* Liaise with Marketing and Product Development functions to ensure brand consistency, optimization of product portfolio and successful development of new products
* Ensure alignment of the sales function other functional areas at CIMERWA Plc – in particular Supply Chain, Plant and Finance - to ensure that the supply of product and logistics capacity exists to meet customer demands
* Strongly contribute to the success of the Sales & Operations Planning (S&OP) process by active participation and ensuring that necessary tools and resources are in place for the same daily, weekly, monthly, and annually.
* Internal Controls and governance:
  + Ensure policies and procedures relating to sales are in place and that the same and that the same are effectively enforced
  + Ensure that effective internal controls relating to sales are in place and any internal / external audit findings are resolved timeously
* Other responsibilities as may be allocated from time to time
* Together with the marketing team, conduct customer satisfaction surveys and use the findings to improve on areas of complaint.

**Key Outputs**

* A clear Customer database with for all regions and RTM segments
* Daily, weekly, monthly, quarterly and annual sales reports / dashboard prepared and submitted timeously:
  + Market intelligence reports
  + Periodic sales performance reports
  + Other sales reports as may be required from time to time
* Sales budgets and forecasts as required
* Adhoc sales / market analysis reports as required from time to time.
* Strategic Sales & Marketing business plan prepared in collaboration with Marketing.

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| **KEY COMPETENCIES** | |
| **SKILLS** | |
| * Relationship building skills * Cross Functional skills * Problem solving skills * Consulting skills * Negotiation skills * Innovative thinking * Project management skills | |
| **COMPETENCIES** | |
| **Essential**   * Formulating strategies and concepts * Delivering results and meeting shareholder expectations * Relating and networking * Leading & Planning and organising * Deciding and initiating action * Persuading, influencing & negotiating * Entreprenueral * Adapting and responding to change * Solid process orientated * Results orientated - driving a high performing culture | **Important**   * Presenting and communicating information * Coping with pressures and setbacks |
| **FUNCTIONAL COMPETENCIES** | |
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| **LEADERSHIP COMPETENCIES** | |
| * **Values Driven**   Acting ethically with a strong sense of morality and lead by example   * **Setting the direction**   The ability to create a shared vision that inspires others to buy into it while ensuring that it is understood and achieved   * **Personal Mastery**   Demonstrate a set of specific principles and practices that enables them to learn about themselves, create a personal vision and view the world objectively   * **Decisive and courageous**   The ability and the courage to makes effective and timely decisions while recognizing the impact and implications of those decisions   * **Coping with change and ambiguity**   The ability to embrace and lead change   * **Aligning the people**   The ability to influence other to work together with the aim of achieving a culture of high performance | |

**HOW TO APPLY:**

Candidates interested in the above vacancy are required to submit their application documents together with copies of the degrees certificates, detailed curriculum vitae and any other relevant certificates should be submitted at CIMERWA Ltd head office at KIMIHURURA, GASABO District, and western Province or at its liaison office at BUGARAMA, Rusizi and/or at Email: [**cimerwa@cimerwa.rw**](mailto:cimerwa@cimerwa.rw) **not later than Thursday 20th January 2022.**

**Note: Only successful candidates will be contacted.**

Done at MUGANZA, on 11th January 2022

**Nkusi Paul Gashumba**

**Head Human Resources**