



## Business Development Director

### Roles and Responsibilities

- Ensure that the general strategy of the company is implemented within the business development department
- Assure the top-down and bottom-up communication between the General Management and the rest of the organization about business development
- Design the business development strategy : marketing, sales, retention strategies
- Ensure that resources are well assigned within the organization to meet sales objectives
- Recruit and evaluate the teams in its department
- Manage the business development team, design the KPIs, reporting and report to the country manager based on its department KPIs
- Verify the design and implementation of business development processes and products proposals
- Makes sure the teams on the field respect the processes in coordination with the COO
- Budget and control the expenses of the Business Development department
- Ensure the coordination with the HQ on marketing topics
- Standardize the sales & mkt practices among the organization
- Sales Forecasting for logistics management
- Coordinate the sales related activities for the opening of a new shop under the responsibility of the Expansion Director

### Educational Qualifications

- Bachelors degree in Business Administration, Marketing or any related field.

### Experience Requirements

- Needs to have deep understanding of the rural areas
- Strong analytical skills
- Team management skills
- Background in telecoms or energy industry preferred
- 5+ years of experience in a similar position

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