



AREA SALES MANAGER

Location: Specific County to be determined, Western / Nyanza / Rift Valley

Reports to: Sales Manager

Summary of Position

Uzima Chicken aims to be the leading smallholder-focused poultry company in Kenya. Our purpose is to make rural households healthier and wealthier, and we achieve this by supplying them high-quality, vaccinated, brooded, and affordable improved kienyeji chickens. We are seeking highly motivated, passionate, and self-driven young professionals to help us establish our presence in rural communities across Kenya.

Uzima Chicken is backed by reputed international investors with a proven track-record of success in the poultry industry, including market-leading enterprises in Ethiopia (EthioChicken), Rwanda, Uganda, DRC, and Burundi.

The Area Sales Manager (ASM) is responsible for managing a specified territory, which includes developing a team of Sales Representatives who consistently grow day-old chick sales within their territory. The ASM position demands a high level of professionalism, commitment and motivation, as well as requires intensive travel in the field. This position requires a very independent individual with initiative, high energy, judgment, consistent hunger for results and an ability to work under pressure.

Job Responsibilities

A. Team Development and Management

- Launch new territories; recruit Village Ambassadors (VAs) and Agents
- Identify, recruit, onboard and train high performing Sales Representatives where needed
- Manage Sales Representatives to achieve day-old chicks (DOCs) order targets and KPIs through supervision, training, and coaching
- Enable Sales Representatives to identify, train, and manage Village Ambassadors and Agents
- Assist Sales Representatives in establishing personal contact and rapport with top echelon decision-makers in the local community
- Hold regular meetings with Sales Representatives, Village Ambassadors, and Agents to share experiences, solve challenges, and offer guidance on how to drive sales
- Remove and replace underperforming Sales Representatives in a timely manner; follow Uzima's Talent protocols
- Travel frequently throughout assigned County(s) to support team, with the ultimate goal of expanding the market and growing sales

B. Sales Planning & Activity

- Develop specific, day-by-day plans to hit DOC sales targets and ensure DOC sales growth by establishing firm foundation of Agents and Village Ambassadors
- Collaborate with Sales Manager to develop sales strategies to grow market
- Ensure sufficient supply of month-old birds in each County
- Conduct market and competitive assessment and recommend any required change in tactics and strategies (e.g., pricing, product, marketing)
- Accurately forecast annual, quarterly and monthly sales for his/her County(s) to inform production planning



C. Technical Follow-Up

- Train Sales Representatives on technical poultry content relevant for smallholders, Village Ambassadors, and Agents. Topics include brooding, feed management, vaccination, record keeping, biosecurity, disease diagnosis and treatment
- Assess and report on disease prevalence within your cluster to the Sales Manager
- Conduct technical follow up as needed to support clients

D. Monitoring & Evaluation

- Monitor and report weekly and monthly DOC orders from Agents
- Monitor and report VA performance (e.g., orders per week)
- Identify and resolve smallholder complaints

E. External Relations

- Introduce Uzima to local government and stakeholders when expanding into new territory
- Inform management of updates in local regulations or policies that affect our business
- Represent the company on all sector related meetings and activities within assigned County

Key Performance Indicators

- Success of Sales Representatives
 - # of day-old chicks sold
 - # of VAs in territory & average order size per VA
 - # of agents & average order size and cycle time per agent
- Qualitative KPIs:
 - 1) team management and coaching
 - 2) communication skills
 - 3) sales planning and forecasting

Recommended Qualifications

- No experience required, recent graduates are welcome
- Recommended: Bachelor degree in animal production or animal health related fields, high-achieving Diploma holders may also apply

Application Deadline

- Applications are open now, please submit your CV and Cover Letter to Jobs.ke@uzimachicken.com
- The final deadline for submitting your application is March 6, 2022