



**Onlime SL Limited, a leading Internet Service Provider in Sierra Leone,
is now hiring**

Head, Retail Sales and Distribution

Job Description

Position Title	Head, Retail Sales and Distribution	Business Unit/Function	Sales and Distribution
Job Band	To be advised	Job level	Senior Manager
Location	Sierra Leone	Department	Commercial
Written by	Onlime Sierra Leone	Administrative Reporting	Director, Sales & Distribution
Approved by	Onlime Group	Functional Reporting	<ul style="list-style-type: none"> • Commercial Director • Regional Sales Director, Africa and Middle East

Sales and Distribution Management	<ul style="list-style-type: none"> • Lead the development of annual business plans for sales and distribution and execute achievement of revenue target, and downloads/acquisition • Monitoring relevant operational and financial performance indicators for direct and indirect sales channels • Ensure Indirect channel spreads and availability • Supervise the preparation, issuance, and delivery of sales materials, exhibits, and promotion programs and promote positive relations with partners, vendors, and distributors • Directly manage all dealers – ensure active trade support to drive primary sales at all third party touch points • Provide adequate brand visibility on all point of sales, both direct and indirect sales channels • Continue capacity enhancement of dealers and their agents via training, new product awareness, and other business updates
Sales Process billing and automation	<ul style="list-style-type: none"> • Develop robust processes that will enhance seamless distribution framework

	<ul style="list-style-type: none"> • Develop, deploy, and track stock reconciliation process between Sales and Distribution and Stores • Ensure stock that has been paid for adequately dispatches to the actual dealer • Monitor stock by daily, weekly, and monthly tracking of the stock level, balance stock value and real cash in the bank in collaboration with finance and advise management on it • Lead business requirement definition in the development sales automation platform that will support the business and its third party to perform trade activities seamlessly, with minimal or no risk • Create flexible and additional payment channels to enhance the process of bulk purchase by dealers
Integrated Distribution	<ul style="list-style-type: none"> • Drive initiatives to create alternative distribution channels to foster the capacity of the retail distribution • Drive retail digital agenda – actively drive online and e-voucher distribution platforms to build broad spread of customer reach in local international markets • Create market-wide distribution coverage through recruitment of direct and indirect sales channels, and ensure 100% availability of stock always
Channel Sale	<ul style="list-style-type: none"> • Routine visit to direct and indirect POS • Gather data on competition activities, analyze and make recommendation to management • Collect consumer feedback in the field about products and services • Organize, and support tradeshows, micro marketing initiatives, on-site promo campaigns, and temporal sales activities
Reporting	<ul style="list-style-type: none"> • Develop KPIs to track and report on trade activities covering, direct sales revenue & indirect sales revenue • Report on stock level and advice Finance/Supply chain on re-order level • Report on daily, weekly, and monthly acquisition and downloads of the App • Report on the primary market activities including competition activities



Financial Dimensions

- Revenue Planning: Management of Revenue Planning Process to meet the Company business goals
- Reports and KPI's: Monitor Revenue Buckets to ensure each bucket line is achieving the anticipated target
- Network rollout input: ROI analysis to ensure these sites delivers and Site Rollout Capex

People

- Provide strategic and thought leadership for in-country S&D, and other functional units based on matrix oversight
- Attract and develop rich-pool of talents internally and externally
- Drive strategic team building and capacity enhancement via training sponsorship, coaching, mentoring, and other informal and informal methodologies
- Maintain a climate that attracts, retains and motivates top quality talents

Requirement

- Demonstrated skills, knowledge and experience in the Telecoms Industry
- Strong creative, strategic, and analytical skills
- Experience developing and effectively manage sales budget
- Commitment to working with shared leadership and in cross-functional teams
- Numerate with strong oral and written communications skills
- Ability to manage multiple projects at a time
- Minimum of 8 years of Sales and Distribution experience in the Telecoms industry
- Bachelor's degree in Business Administration or Accounting is preferred. Graduate degree/MBA in a related field is desirable

Interested applicants should submit a CV and cover letter outlining their relevant experience and goals.

Applications should be submitted at the Onlime SL Limited (Formerly Limeline) Commercial Office at Santanno House, 10 Howe Street or by e-mail to hr@onlime.sl not later than Friday 10th June 2016.

Submissions should be addressed to The Admin Manager with the Subject line "Head of Retail Sales and Distribution".

Suitable applicants will be called for interview on a rolling basis.

Become a part of the Onlime Team!