

JOB ADVERTISEMENT

UNIBRA s.a is looking for a **Commercial Business Developer Africa** to join her company based in Brussels.

Your role

The Commercial Business Developer is responsible for developing Unibra's beverage business in the DRC, Zambia, and other potential export markets beyond SBL Rwanda, utilizing existing channels such as importers and establishing new relations with distributors for further development.

Key tasks

- Develop the sales of Skol portfolio in:
 - RD Congo – Kinshasa area; through the existing partner Kin Marché - BNB
 - RD Congo – Lubumbashi & Beni area; through a partner to identify
 - Zambia – through a partner to identify
 - Other countries – new partners / projects
- Ensure the availability of the Unibra product portfolio in those markets, offering the right product, at the right place, and at the right price
- Ensure visibility of the appropriate product portfolio at Point-of-Sales and Above the Line
- Ensure consumer interaction in the respective markets
- Propose and subsequently implement business plans for the markets under one's management. Through the annual planning process, present a yearly plan and provide quarterly updates and reviews to monitor performance
 - Develop the brand portfolio for each of the markets
 - Communication plans with consumers – brand marketing activities Above-the-Line – create awareness, interest, and desire amongst the target consumers
 - Trade marketing plans – ensure selling-out in the targeted channels
 - Develop the channel strategy per market
 - Ensure Retail Classification of the markets
 - Implement a cycle approach with the field force in the markets
 - Route-to-Market plans for each of the markets
 - Coach the distributors and field force teams in selling-in activities
- Liaise with Commercial Directors to ensure effectiveness in:
 - Establishing the appropriate brand portfolio
 - Implementing brand marketing activities
 - Developing a sales strategy focused on direct consumer engagement
- Ensure that Skol International's social media presence remains current and aligns with the overall Group strategy
- Ensure that resources are available for implementation in the respective markets
 - Plan, order and follow-up on delivery of Consumer items & POS materials
 - Identify the right persons in the right place - develop role profiles, recruit and train personnel
 - Initiate training programmes to ensure best practice sales, through to consumer
 - Develop sales planning capability throughout the supply chain

- Participation in annual evaluations and succession planning for Unibra personnel in the respective regions
- Align, review and direct the sales and operations practices to best suit the regional markets, and ensure various parties are aligned (management, field force and distributors)
 - Ensure control system in place to get regional compliance on distributor management. Monitor distributors dashboard performance
 - Ensure all basic equipment, data exchange and KPI's are in place, reviewed and measured
- Gather market intelligence and provide timely reports to all key stakeholders to track market evolution and inform strategic decision-making.
 - Customer information, Distributors information, Consumer complaints and Competitive information.

Function requirements

Experience

- 5+ years of successful experience in business development
- Having demonstrate a strong ability to adapt to changing market conditions
- International experience is essential, particularly in the context of Africa
- Proven track record in negotiation
- Experience in designing and implementing effective distribution strategies to drive business growth

Education

- Bachelor's degree in Business Management, Marketing or Economics

Languages

- Fluent in French and English (Dutch is an asset)

Required Skills – Knowledge – Attitudes

	SKILLS	Level required			
		1	2	3	4
1	Field Force Management				X
2	Business Planning				X
3	Problem-solving			X	
4	Self-motivated, pioneering, self-starter				X
5	Investigative, influencing			X	
7	Multicultural sensitivity			X	
8	Speed of work, deadline driven			X	

	KNOWLEDGE	Level required			
		1	2	3	4
1	Africa business environment				X
2	Beer market and environment			X	
3	Trade Marketing, Retail Classification, Channel Mngmt			X	
4	Product Knowledge			X	
5	Logistics			X	
6	Financials – margins, taxation			X	
7	Route to market				X
8	Brand Marketing & Brand positioning		X		

	ATTITUDES	Level required			
		1	2	3	4
1	Leadership				X
2	Entrepreneurship			X	
3	Positive attitude				X
4	Integrity				X
5	Teamspirit				X
6	Creativity			X	
7	Flexibility				X
8	Respect for others				X

Place of work

- Brussels
- 50% of travel

How to apply

Send your cover letter and CV by email to hr@unibra.com
Please note that only shortlisted candidates will be contacted.