

## JOB TITLE: HEAD OF COMMERCIAL

<b>Job Title:</b>	Head of Commercial
<b>Department:</b>	Commercial
<b>Work station:</b>	Head Office – Nairobi
<b>Reports to:</b>	Chief Operations Officer
<b>Direct reports:</b>	<ul style="list-style-type: none"> <li>• Manager, Mombasa Branch</li> <li>• Manager, PACS</li> <li>• Sales Manager, Retail</li> <li>• Training Coordinator, PGL</li> <li>• Sales Manager, corporate</li> </ul>

### **Purpose of the Job**

The purpose of the role is to drive the company's revenue growth, market share, and profitability by leading the commercial strategy and overseeing all business development, sales, and customer relationship activities

### **i. Managerial Responsibilities**

- Develop and implement the company's commercial strategy to drive business growth and profitability.
- Lead the commercial team, ensuring alignment with organizational goals and fostering a high-performance culture.
- Set revenue and market share targets and monitor performance against these objectives.
- Identify and cultivate strategic partnerships to enhance market presence and service offerings.
- Define pricing models and strategies to optimize profitability while remaining competitive.
- Collaborate with senior leadership to align commercial activities with overall business strategies.
- Evaluate market trends and competitor activities to identify new business opportunities.
- Establish and maintain contract governance frameworks, ensuring compliance and risk management.
- Monitor the financial performance of commercial activities, including revenue streams and cost structures.
- Represent the company at industry events and in negotiations with key clients or stakeholders.

## **ii. Operational Responsibilities**

- a) Oversee the preparation and negotiation of contracts, ensuring terms align with company policies.
- b) Manage the day-to-day activities of the commercial team, including sales and account management.
- c) Coordinate with the product development team to align offerings with market needs and client expectations.
- d) Ensure the timely delivery of telematics solutions and services to customers.
- e) Monitor client accounts to address issues, resolve disputes, and ensure customer satisfaction.
- f) Track and analyze sales performance metrics to identify areas for improvement.
- g) Implement marketing and promotional campaigns to support sales efforts and expand market reach.
- h) Ensure accurate documentation and reporting of all commercial transactions and activities.
- i) Liaise with the finance team to ensure proper billing and collection of payments from clients.
- j) Support the onboarding of new clients, ensuring a smooth transition and service setup.

## **iii) Perform any other duties as may be assigned from time to time**

### **Key result Areas:**

The jobholder's accountability areas are outlined as follows:

- Revenue growth.
- Market share expansion.
- Customer retention.
- Contract management.
- Effective management of the team's performance.
- Efficient liaison with external stakeholders.

### **Knowledge and Skills Required:**

- A minimum Bachelor's degree in Business or related course
- A minimum of 8 years of related work experience with 3 in a leadership position.
- Ability to build and implement commercial strategies to drive revenue growth, market penetration, and profitability.
- Ability to align commercial goals with long-term business objectives while understanding emerging trends in telematics, and fleet management.
- Deep understanding of telematics solutions (GPS tracking, fleet management systems, vehicle diagnostics).
- Skills in structuring and negotiating complex commercial contracts, service level agreements, and pricing models. Strong leadership and team management abilities.

- Excellent negotiation and persuasion skills for contracts and partnerships.
- Effective communication and presentation skills.
- Problem-solving and decision-making skills under pressure.
- Advanced analytical skills to interpret data and market trends.
- Proficiency in CRM and enterprise resource planning (ERP) software.
- Adaptability to changing market conditions and technological advancements.
- Strong organizational skills for managing multiple projects and priorities.
- Collaboration skills to work across departments and with external stakeholders.

### **Application Process**

Interested candidates should submit a resume, cover letter detailing their current and expected salary, and copies of academic testimonials, highlighting their experience and interest in the position, to [info@falconigc.co.ke](mailto:info@falconigc.co.ke) by, **C.O.B, 14<sup>th</sup> March 2025**

Please include "**HEAD OF COMMERCIAL Job Application**" in the subject line of the email.

Applications will be reviewed on a rolling basis until the position is filled.