www.plumbee.africa

TERMS OF REFERENCE

Sales Manager – FMCG

Duty station	Nairobi, Kenya (Field-Based)
Reporting to	Chief Executive Officer
Department	Sales
Employment type	Full-time
Travel	Regular field travel across Kenya and periodic visits to the manufacturing facility in Nyandarua County.

1. About Plumbee

Plumbee Africa is a Kenyan food manufacturing company dedicated to developing nutritious, safe and affordable food products, with a particular focus on children's nutrition.

Through locally sourced ingredients, food science, product innovation and modern manufacturing, Plumbee develops food solutions that meet the nutritional needs of children and families.

With an established manufacturing facility in Nyandarua County and growing ambitions in the Kenyan market, Plumbee is entering an important phase of commercial expansion.

We are seeking an exceptional Sales Manager to help build a strong, commercially successful and scalable sales operation.

2. Position Overview

The Sales Manager will be responsible for driving Plumbee's revenue growth, expanding market presence, developing distribution channels and establishing a high-performing sales function.

This is a highly hands-on role requiring a commercially astute, entrepreneurial and results-oriented professional who is equally capable of developing sales strategies and executing them directly in the market.

The successful candidate will take ownership of sales performance, build strong customer and distributor relationships, identify and develop new commercial opportunities, and establish the people, processes and systems required to support sustained growth.

The role requires someone who thrives in a growing business environment, demonstrates sound business judgement and takes personal accountability for achieving results.

3. Key Responsibilities

3.1 Sales Growth and Revenue Generation

- Develop and execute sales plans aligned with Plumbee's business objectives and growth targets.
- Take direct responsibility for achieving agreed sales, revenue and market expansion targets.
- Identify, pursue and convert new business opportunities across priority sales channels.
- Personally lead customer acquisition, commercial negotiations and strategic account development.
- Develop strategies to increase sales volumes, repeat purchases and customer retention.
- Monitor sales performance and implement timely corrective actions where targets are not being achieved.
- Ensure that sales growth is commercially sustainable, with appropriate attention to pricing, margins and collections.

3.2 Market Development and Distribution

- Develop and expand Plumbee's distribution network across Kenya.
- Identify, evaluate, recruit and manage distributors and other channel partners.
- Lead the implementation and ongoing development of Plumbee's independent distributor programme.
- Establish clear distributor performance expectations, sales targets and accountability mechanisms.
- Identify underserved markets and develop practical market-entry and expansion plans.
- Drive effective product availability, distribution coverage and movement through retail channels.
- Develop strong relationships with wholesalers, retailers and other trade partners.
- Monitor distributor productivity, stock movement and reorder performance.

3.3 Retail and Key Account Development

- Lead business development and account management across modern and general trade.
- Identify and secure opportunities with supermarkets, retail chains, wholesalers, independent retailers and other relevant commercial customers.
- Negotiate listings, commercial arrangements and account development plans within approved company policies.
- Build and maintain productive relationships with key buyers and decision-makers.
- Monitor product availability, visibility, merchandising and sales performance at retail level.
- Work with customers and distributors to improve product movement and repeat orders.
- Identify opportunities for promotional activity and other initiatives that support profitable sales growth.

3.4 Sales Strategy, Planning and Commercial Analysis

- Translate Plumbee's business growth objectives into practical sales strategies and operational plans.
- Prepare sales budgets, forecasts, territory plans and channel development proposals.
- Analyse sales data to identify trends, opportunities, underperformance and commercial risks.
- Monitor competitor products, pricing, distribution and market activity.

- Gather and communicate market intelligence, including customer feedback and emerging consumer needs.
- Recommend pricing, promotional and channel strategies supported by sound commercial analysis.
- Work closely with the CEO to identify priorities and allocate sales resources effectively.

3.5 Sales Systems and Performance Management

- Establish and continuously improve the systems, processes and controls required for an effective sales function.
- Develop and implement sales targets, key performance indicators and reporting mechanisms.
- Maintain accurate customer records, sales pipelines, forecasts and distributor performance information.
- Establish structured sales review and performance management processes.
- Ensure timely, accurate and actionable sales reporting.
- Coordinate with Finance on customer credit, collections and outstanding receivables.
- Support effective use of digital tools and technology to improve sales productivity, visibility and accountability.

3.6 Sales Team Development and Leadership

- Support the establishment and progressive development of Plumbee's sales department.
- Identify staffing requirements and recommend recruitment of sales representatives and other sales personnel.
- Participate in recruitment, onboarding, training and performance evaluation.
- Set clear expectations, targets and responsibilities for sales team members.
- Coach and mentor sales personnel to improve performance and commercial effectiveness.
- Foster a results-driven, disciplined and accountable sales culture.
- Lead by example through active participation in customer acquisition, market visits and sales execution.

3.7 Cross-Functional Coordination

- Work closely with Production and Operations to align sales forecasts, inventory availability and customer demand.
- Coordinate with Finance to support timely invoicing, collections and compliance with approved commercial terms.
- Collaborate with Marketing on brand visibility, trade promotions, customer engagement and market feedback.
- Provide commercial input into product development, packaging, pricing and market-entry decisions.
- Maintain effective communication with Plumbee's manufacturing facility and offices in Nyandarua County.
- Support the commercial development of additional sales channels and product portfolios as agreed with management.

4. Expected Results and Performance Accountability

The Sales Manager will be assessed primarily on measurable commercial outcomes.

- Revenue Growth: Achievement of agreed monthly, quarterly and annual sales targets.
- Market Expansion: Growth in geographical coverage, new customer acquisition and active retail outlets.
- Distribution Performance: Development of an effective distributor network measured by productivity, sales movement and repeat orders.
- Customer Development: Growth in key accounts, customer retention and repeat business.
- Commercial Performance: Achievement of sales objectives while maintaining approved pricing, margins and credit discipline.
- Sales Systems: Establishment of reliable reporting, forecasting, customer management and performance-monitoring processes.
- Team Performance: Development of an effective, accountable and progressively scalable sales team.

Specific targets and performance indicators will be agreed with the CEO and reviewed periodically.

5. Education and Professional Qualifications

Academic Qualifications

- Bachelor's degree in Business Administration, Commerce, Marketing, Economics or a closely related discipline from a recognised university — mandatory.
- Master's degree in Business Administration (MBA), Marketing, Strategic Management or a related discipline — preferred.

Professional Experience

- Minimum of seven years of progressive experience in FMCG sales, preferably within the food manufacturing or packaged consumer goods industry.
- Demonstrated record of delivering sales growth and meeting or exceeding demanding commercial targets.
- Proven experience developing new markets, expanding distribution networks and acquiring customers.
- Strong understanding of Kenya's FMCG market, including general trade, modern trade and distributor-led sales models.
- Experience managing key accounts and negotiating commercial agreements.
- Experience leading, coaching or developing sales teams.
- Practical experience in sales planning, forecasting, budgeting, reporting and performance management.
- Experience working with growing or emerging consumer brands will be a distinct advantage.

6. Required Competencies and Personal Attributes

Plumbee is seeking an exceptionally capable individual with the following qualities:

- Commercial Acumen: Strong understanding of sales economics, customer development, pricing, margins, market dynamics and profitable growth.
- Strategic and Analytical Thinking: Ability to evaluate commercial opportunities, interpret data, solve complex problems and make sound business decisions.

- Exceptional Sales Ability: Strong prospecting, negotiation, relationship-building and closing skills, supported by demonstrated results.
- Entrepreneurial Mindset: Resourcefulness, initiative and the ability to build commercial opportunities and systems in a growing business with evolving structures.
- Execution and Results Orientation: A strong bias towards action, personal accountability and a consistent focus on measurable outcomes.
- Leadership: Ability to influence, motivate, develop and hold others accountable while remaining actively involved in sales execution.
- Communication and Negotiation: Excellent interpersonal, presentation, written communication and stakeholder management skills.
- Professionalism and Integrity: High ethical standards, reliability, sound judgement and a disciplined approach to commercial commitments.
- Adaptability: Ability to operate effectively in a dynamic business environment, manage competing priorities and respond constructively to challenges.

7. Authority and Decision-Making

The Sales Manager will have responsibility for managing day-to-day sales operations and executing approved commercial plans.

The role will include authority to:

- Develop and implement sales activities within agreed budgets and policies.
- Manage customer relationships and negotiate within approved commercial parameters.
- Identify and recommend new distributors, customers and market opportunities.
- Set operational sales targets and manage the performance of assigned sales personnel.
- Propose staffing requirements, sales budgets, commercial initiatives and distribution arrangements.
- Recommend improvements to sales policies, systems and processes.

Major commercial commitments, exceptional credit or pricing arrangements, territorial exclusivity, recruitment decisions and expenditure outside approved budgets will require appropriate management approval.

8. Duty Station and Travel

This is a Nairobi-based, field-oriented position requiring regular engagement with customers, distributors and retail partners across Kenya. The Sales Manager will work independently within an agreed reporting and coordination structure, with periodic visits to Plumbee's manufacturing facility and offices in Nyandarua County.

9. Remuneration and Benefits

Plumbee offers a performance-driven compensation package designed to reward outstanding commercial achievement.

- Gross basic salary: KES 150,000 per month.

- Performance incentives: Substantial results-based incentives linked to agreed commercial performance targets.
- Potential total earnings: KES 300,000–500,000 per month for high-performing individuals, subject to the achievement of defined targets.
- Medical insurance and other employment benefits in accordance with company policy.
- Approved business travel and communication support.

Variable earnings are performance-dependent and are not guaranteed. The applicable incentive arrangements will be agreed and documented separately.

10. Initial Priorities

During the initial period, the Sales Manager will be expected to:

- Gain a comprehensive understanding of Plumbee's products, customers, manufacturing capabilities and commercial objectives.
- Review existing sales channels, customer opportunities and distribution arrangements.
- Develop a practical sales growth and market development plan.
- Establish a structured pipeline of prospective customers and distribution partners.
- Begin securing new accounts, generating orders and developing repeat business.
- Establish essential sales reporting, forecasting and performance management processes.
- Identify priority resources and staffing requirements for the sales function.
- Develop a measurable commercial action plan for the first 90 days, aligned with the CEO.

11. Reporting and Performance Reviews

The Sales Manager will report directly to the Chief Executive Officer and will be responsible for providing regular updates on sales performance, pipeline development, market activity, distribution productivity, collections and commercial risks.

Performance will be evaluated against agreed targets, including revenue growth, market expansion, customer acquisition, distribution effectiveness, commercial discipline and the progressive development of the sales function.

12. How to Apply

Interested candidates should email their application to people@plumbee.africa.

Email subject line: Sales Manager FMCG

Application deadline: 30 November 2026