



Business development Manager terms of reference

Background

18% of women and girls in Rwanda miss out on work or school because of the lack of physical and social accessibility and affordability of sanitary pads or because of myths, taboos and beliefs attached to menstruation and menstrual Hygiene management, thus having limited knowledge and skills of proper Menstrual Hygiene Management.

Quite apart from the personal injustice, and the larger issues of health and dignity, we're also talking about a potential GDP loss of \$115,000,000 in Rwanda. It's bad business. Bottom line.

At SHE, we're tackling this challenge by manufacturing and selling affordable, locally-made sanitary pads and providing Menstrual Hygiene Management (MHM) education. We're looking for someone to help us sell, the pads we produce.

Job Summary and Key Priorities

1. Renew verbal commitments with existing school and NGO customers and confirm the quantities and delivery dates
2. Secure sales to additional school, NGO, and retail customers
3. Coordinate with production team to ensure timely fulfillment of orders
4. Product distribution: calculate all the cost that might be involved in the distribution and arrange the delivery schedule with customers. Develop delivery confirmation form, and make sure that all the logistics & receipts and drivers have been paid.
5. Sales strategies: identify new potential customers and analyze their purchasing power (Numbers, who buys, how often etc).
6. Implement strategy for creating and managing go! Ambassador program and sales and production franchises and providing ambassadors and franchises with training
7. Grow schools, Bulk, and ambassador sales to decrease reliance on middlemen as measured by growth in sales that do not rely on middlemen (e.g. Directly to schools/NGOs, through ambassadors or staff, etc) as percentage of total sales
8. Find additional creative distribution option to decrease reliance on middlemen
9. Assist team to decrease COGS

10. Develop the pricing strategy per customer and incorporate the element of training and awareness programs
11. Price and sales forecast for 2017-2019
12. Assist our marketing and research officer in identifying different events (summits, National exhibitions, important days for SHE) and make sure they are approached in order to participate in order to get the best ROI.
13. Responsible for procurement related to business development and office expenses. Provide assistance to the production team to find out reasonable ways to get different materials (Pads plastics, sachets and boxes) try to obtain economies of scale as production grows, and update the team about the price changes.
14. Tax identification and tax reduction strategies towards the imported materials.
15. Support the Head of Business Operations in managing business development human resources including assessing upcoming human resource needs, screening candidates for sales staff and brand ambassador's positions, conducting interviews and supporting the head of business operations in the hiring and management of sales and business development staff
16. Develop an annual estimated budget for SHE business development section

QUALIFICATIONS

Applying candidates must meet the following qualifications:

- Hold a bachelor's degree in Business Management, Business administration, Accounting, finance, Economics, Project Management, Marketing, Social Sciences or a related field
- Proven success in leading Business development programs, including sales, cost analysis consumer analysis skills, Contracting deals
- Demonstrated interest in social impact.
- A strong sales background and a best understanding Local business context
- A strong understanding of women's and girls' health, development and policy practices including from both field work and engaging with government, civil society, and private sector stakeholders
- Fluency in English (oral and written)
- Fluency in Kinyarwanda (oral and written)
- Willingness to engage in continuous learning and move beyond your comfort zone
- A positive, can-do attitude and sense of humor
- Strong preference given to in-country applicants

HOW TO APPLY

Qualified candidates are requested to submit their CV and cover letter to Yvonne@sheinnovates.com By August 5th 2016.

Only short-listed candidates will be contacted