

Head Of Commercial

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Company: Fuzu

Location: Nigeria

Category: other-general

Job Summary

Contract Type:

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Required Skills & Experience

Minimum of 12 years' experience in progressive business leadership experience, with 3+ years leading a Commercial function (particularly FMCGs, MNOs & financial institutions)

Strong commercial capability across sales and marketing (particularly in B2C), with a demonstrated history of leading and delivering strong commercial results

Outstanding leadership, having led large field-based sales teams and the ability to create a performance culture with strong governance, accountability and results

Strong understanding of the Nigeria commercial environment, ideally with time spent in various regions throughout Nigeria

General strategic, analytical and problem-solving skills, with the ability to set and communicate the strategic vision for commercial throughout the organization

Ability to lead high-impact cross-functional strategic commercial projects end to end (including planning, analysis, conclusions and implementation) to achieve results

Exceptional judgement and decision-making skills, with the ability to independently assess and take action to achieve results

Outstanding stakeholder engagement and communication skills, with the ability to develop relationships with key functional leads (especially Customer Finance, Customer Experience and Operations) but also with external strategic commercial partners

Demonstrated passion for our mission, values and customers!

Language(s):

English

French is a plus

Technology:

Knowledge of the latest communications related software, applications

Responsibilities

Set and manage the overarching strategic direction, priorities and focus areas for sales commercial (sales, marketing and business development), cascading and ensuring alignment throughout EEAN.

Manage consolidated country P&L commercial performance (primarily revenue and gross profit), with a secondary focus on driving overall EBITDA (given sales team core responsibilities for credit, product, operations, and CX outcomes).

Where the country is underperforming on sales and commercial targets, manage turnaround efforts to remediate performance.

Establish a best-in-class commercial operating model, with a high-impact and right-sized organizational structure, tools, reports, standards and systems.

Lead our go-to-market strategy through understanding our customers, the market and competitive landscape then determining competitive positioning with regards to products, prices, channels and locations.

Develop and lead a team a commercial team (including State Managers) on a local, regional and national level, with full responsibility for the team's workplan, coaching and professional development.

Lead and oversee strategic projects to improve commercial performance.

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