Job Description – Sales & Operations Executive (Africa)

Role Overview

The Sales & Operations Executive will be responsible for driving sales of Agri-commodities (primarily rice and pulses) in assigned markets, while also coordinating closely with logistics, port operations, warehouses, and distributors to ensure smooth execution of shipments, stock movement, and liquidation. The role combines **front-end sales responsibility** with **on-ground operational and logistics coordination**.

Key Responsibilities

Sales & Market Development

- Develop and manage distributor/importer relationships in assigned territory.

- Execute sales plans for agri-commodities (rice, pulses, and other food grains) in line with organizational targets.

- Support price discovery, negotiations, and contract finalisation with buyers.

- Monitor market prices, competitor activity, demand trends, and customer feedback.

- Assist in brand introduction, promotion, and market penetration activities at destination markets.

Logistics, Port & Operations Coordination

- Coordinate with shipping lines, port agents, surveyors, warehouses, and transporters at destination ports.

- Oversee discharge operations, port clearance, warehousing, and onward movement of cargo.

- Ensure adherence to agreed discharge rates, laytime terms, and operational timelines.

- Monitor stock levels under stock-and-sales or advance-payment models and support timely liquidation.

- Liaise with insurance providers, monitoring agencies, and surveyors for cargo safety and compliance.

Location

Candidate to be based in **any one** of the following locations, based on business requirement:

- **Dakar, Senegal**

- **Abidjan, Ivory Coast**

- **Douala, Cameroon**

- **Cotonou, Benin**

- **Conakry, Guinea**

- **Mombasa, Kenya**

- **Madagascar**

Frequent travel across West & Central Africa is required.

Financial & Commercial Monitoring

- Track receivables, advances, and liquidation progress in coordination with head office.

- Support basic financial analysis such as margin tracking, cost components, and working capital cycles.

- Ensure proper documentation for sales, logistics, and payments as per internal controls.

Coordination & Reporting

- Act as the on-ground interface between head office, customers, logistics partners, and local service providers.

- Prepare regular market, sales, stock, and operations reports for management.

- Support audits, inspections, and compliance requirements at destination locations.

Candidate Profile

Education

- **MBA / PGDRM** (Agri-Business, Marketing, Supply Chain, International Business or related field) from a reputed institution.

Experience

- **2–4 years** of relevant work experience in **sales** with exposure to:

  o Agri-commodities **or**

  o FMCG (preferably in emerging or overseas markets).

- Exposure to logistics, supply chain, or trade operations will be a strong advantage.

Skills & Competencies

- Good understanding of **sales processes, basic financials, and commercial terms**.

- Ability to coordinate multi-stakeholder operations across sales, logistics, and port activities.

- Strong communication, negotiation, and relationship-management skills.

- Willingness and ability to work in multicultural, high-responsibility overseas environments.

Language Requirements

- **Fluent in English (mandatory)**.

- **French**:
  - Preferred, but **not mandatory** at entry.
  - Candidate must be **willing and capable of learning French in the shortest possible time** if not already proficient.

Other Requirements

- Willingness for **extensive travel** across West & East Africa.
- High adaptability, problem-solving mindset, and ability to work independently on the ground.

Nature of Role

- Overseas posting with performance-linked responsibilities.
- Combination of **sales ownership + execution responsibility** at destination markets.
- High visibility role with direct interaction with senior management and international partners.