

JOB PROFILE

LENDXS MARKETING, SALES & PARTNERSHIP MANAGER AFRICA

LOCATION: NAIROBI, AFRICA

About the company

LendXS (www.lendxs.com) is a provider of fintech services to rural financial institutions in emerging markets. The company was founded in 2019 by Financial Access Consulting Services (FACS), the ex-ING Bank emerging markets financial sector advisory business. Using its extensive data-driven risk analytics, operational banking experience and agrifinance expertise FACS develops less risky, scalable and sustainable rural financing models and investment propositions for investors in the agriculture sector. FACS is based in The Netherlands and has operations in Kenya, Uganda, Ghana, Cote d'Ivoire and Indonesia.

The LendXS services include digital data collection, credit workflow management and credit scoring tools, which enable banks, microfinance institutions and other rural lenders to provide financing at lower cost, reduced risk and with greater impact.

Job description

LendXS is expanding its operations in Africa and is looking to strengthen our Nairobi-based Africa team with an enthusiastic and experienced marketing, sales & partnerships manager, who will be responsible for the following activities:

Sales management (60%):

- Develop the LendXS sales plan based on agreed sales targets and Business Plan;
- Develop and maintain a sales funnel and manage the end-to-end sales process, which includes the identification of prospects and to develop these into new and happy clients for LendXS;
- Initiate and execute up- and cross-selling activities for LendXS and between FACS and LendXS;
- Develop a weekly sales activity plan, track sales activity and report these in the sales funnel and internal reports/MIS;
- Prepare high-quality LendXS sales presentations which address the identified client needs, visit prospective clients, present demo's, actively follow-up and lead all business development activities for LendXS until closing;
- Draft proposals, negotiate contract terms and execute LendXS client contracts;

Partnership Development and Networking (20%):

- Develop new and maintain strong relationship with business partners, which includes grant funders, technology partners and relevant sector associations;
- Initiate and participate in the organization of sales events, webinars, conferences, and other sales-related initiatives and actively publicize these on social media and other means;

Other (20%):

- Provide key input on the LendXS Business Plan and Product Development Roadmap.
- Participate in LendXS business development and other internal meetings;
- Actively follow relevant sector trends, developments and activities of competitors;
- Support marketing and branding activities, including the development of marketing materials, social media posts and organizing other business development and branding initiatives in close cooperation with the LendXS marketing consultant

Qualifications and experience

- Possession of an MBA or a Master's Degree in Economics or Information Technology.
- 5-7 years of hands-on experience in business development within the professional services sector.
- Demonstrated proficiency in sales, particularly in fintech or other IT platforms, with a strong preference for SaaS Sales expertise.
- Proven success in consultative selling with a documented track record of achievements.
- Previous work experience in Africa, coupled with a keen interest in the financial sector.
- Exceptional analytical abilities and adeptness in delivering compelling presentations.
- Ability to collaborate effectively within a team environment, showcasing outstanding interpersonal skills.
- Fluency in both English and French (preferred).
- Characterized by flexibility, high energy, a proactive approach, and self-motivation.
- Availability for travel as required.

The offer

- Market-based compensation package.
- Stimulating, dynamic and international work environment in a growing sector.
- Opportunities for personal development and international career advancement.

If interested, please send your CV and motivation letter in English to: info@lendxs.com