KickStart

JOB DESCRIPTION

Country Manager – Nigeria

KickStart International

Location: Abuja, Nigeria | **Reports to:** Regional Manager, West Africa

Transforming Lives Through Agricultural Prosperity

KickStart International is a not-for-profit social enterprise committed to lifting millions of people out of poverty through sustainable agricultural technologies and market-driven solutions. Our irrigation products enable smallholder farmers to raise productivity, increase income and build resilient livelihoods.

We are seeking a Country Manager to lead and accelerate growth in Nigeria, one of our most strategic markets. The role suits a commercially driven leader with a proven record of winning and delivering government business, building high-performing sales teams and forging partnerships that scale impact.

Position Purpose

The Country Manager provides overall leadership of KickStart's Nigeria programme and is accountable for sales growth, market expansion and the achievement of country sales and impact targets.

Nigeria's market is shaped by federal and state governments, which are the principal decision-makers on large-scale agricultural investment, procurement and programming. The Country Manager will therefore combine institutional sales to government with channel-based retail sales, converting policy priorities and public budgets into sustained adoption of KickStart's irrigation technologies among smallholder farmers.

Key Responsibilities

1. Sales Leadership and Programme Growth (Core Priority)

- Develop and execute a national sales strategy with annual, quarterly and monthly targets by region and sales channel.
- Lead, coach and manage the performance of a results-oriented sales team, instilling accountability, customer focus and execution discipline.
- Maintain accurate forecasting and pipeline management; enforce CRM use and sales-process discipline.
- Drive market penetration, customer retention, repeat purchases and distributor growth.

2. Government Engagement and Institutional Sales (Core Priority)

- Build and sustain senior relationships with decision-makers at federal and state levels, including ministries of agriculture and water resources, governors' offices, commissioners, agricultural development programmes, river basin authorities and public funds such as the National Agricultural Development Fund (NADF).
- Originate, position and close large-volume government deals, from initial engagement and pilots through to MOUs, budget approval, procurement and delivery.
- Navigate public-sector procurement, budget cycles, approval processes and political dynamics; align KickStart's offering with national and state agricultural and food security priorities.
- Manage the full contract lifecycle for government accounts, including delivery milestones, receivables and payment follow-up.
- Convert government commitments into farmer-level adoption through coordinated rollout with distributors, cooperatives and implementing partners.

3. Distribution and Market Development

- Conduct market assessments to identify opportunities, emerging trends and underserved regions; implement regional market development plans.
- Select, train, support and manage the performance of distributors and dealers to improve product availability and accessibility.
- Develop innovative go-to-market approaches that extend reach and increase penetration.

4. Strategic Partnerships and Business Development

- Develop and manage strategic relationships with development partners, farmer organisations and cooperatives.
- Engage Big International NGOs (BINGOs) and other implementing agencies as delivery and procurement partners, positioning KickStart's irrigation technologies within their agriculture, livelihoods, nutrition and climate-resilience programmes.
- Partner with microfinance institutions (MFIs), banks and other financial service providers to develop farmer financing and asset-finance solutions that improve affordability and increase uptake.
- Engage agribusinesses, aggregators and offtakers to establish offtake, input-credit and market-linkage arrangements that secure farmer incomes and strengthen demand for irrigation.
- Negotiate and manage commercial and development partnerships, including donor-funded programmes, that accelerate adoption and impact.
- Represent KickStart at industry forums, stakeholder platforms and high-level meetings.

5. Team Leadership and Talent Development

- Set clear objectives and development plans; provide continuous coaching and mentorship.
- Foster a culture of integrity, collaboration and results; plan for succession and retain high performers.

6. Planning, Finance and Operational Excellence

- Prepare and deliver annual and long-term country plans; manage budgets, cash flow and receivables, including debt recovery.
- Deliver accurate monthly forecasts and performance reports; lead risk identification and mitigation.

7. Monitoring, Impact and Governance

- Track and report on sales, market growth and social impact indicators; use market intelligence and analytics to guide decisions.
- Ensure compliance with Nigerian statutory, legal and regulatory requirements and with KickStart policies and ethical standards; maintain strong internal controls.

Key Performance Indicators

- **Sales:** Annual sales targets, sales growth and sales team productivity.
- **Government:** Value and volume of government contracts secured and delivered; conversion of pipeline to signed agreements.
- **Market:** Distribution coverage, distributor performance and partner acquisition and retention.
- **Partnerships:** Strategic partnerships established with BINGOs, MFIs and agribusinesses, aggregators and offtakers, and the sales, financing and impact they generate.
- **Leadership:** Team engagement, staff retention and talent development.
- **Finance:** Budget management, forecast accuracy, debt and receivables management, and donor deliverables.
- **Impact:** Farmer reach and adoption; contribution to livelihood improvement.
- **Systems:** CRM utilisation, data quality and statutory compliance.

Candidate Profile

We seek an ambitious, commercially astute and credible leader with a proven record of delivering sales results through teams and securing business from government.

Qualifications

- Bachelor's degree in Business, Marketing, Agriculture, Economics, Agribusiness or a related field.
- MBA or a relevant postgraduate qualification is an advantage.

Essential Experience

- Minimum of 10 years of progressive sales and business leadership experience, preferably in agriculture, agribusiness, FMCG, rural distribution or development enterprises.
- **Strong requirement:** Demonstrated experience selling to government in Nigeria, with a track record of engaging and influencing federal and state decision-makers and closing contracts through public-sector budgeting and procurement processes.
- Proven success leading and scaling high-performing sales teams and exceeding aggressive targets.
- Experience managing distributors, channel partners or dealer networks.
- Strong commercial, business development and partnership management skills, with sound budget and financial management.

Added Advantages

- Exposure to both private-sector and development-sector engagement, including work with BINGOs.
- Experience working with MFIs, agribusinesses, aggregators or offtakers to deliver farmer financing and market linkages.
- Experience managing donor-funded programmes (DFP).
- Established networks within Nigeria's agriculture ministries, state governments and development community.

Leadership Competencies

Sales leadership and commercial acumen; strategic thinking and execution; negotiation and stakeholder influence at senior government level; customer-centric mindset; accountability and ownership; data-driven decision-making; entrepreneurial drive; resilience and adaptability; people leadership and coaching; integrity and professionalism; and a passion for social impact and agricultural transformation.

Travel Requirements

The role is based in Abuja and requires extensive travel to states and field locations. The successful candidate should expect to spend up to 60% of their time in the field with customers, government counterparts, BINGOs, distributors, partners and team members.

Why Join KickStart International?

This is more than a leadership role. It is an opportunity to lead a mission-driven programme, build a high-growth sales organisation and shape government-backed agricultural transformation that improves the lives of thousands of farming families across Nigeria.

If you are a proven sales leader with the credibility to engage with partners and the drive to grow programmes while changing lives, we invite you to join us.

Note:

Interested candidates are required to submit their **CV and Cover letter quoting the position title on the subject line to** recruitment.nigeria@kickstart.org on or before 6th November 2026.