

SALES MANAGER

Position: Sales Manager

Location: Kigali, Rwanda

Reports to: Head of Marketing & Sales

Apply By: 31st March 2026

About Us

At Numida, we believe small businesses are the backbone of Africa's economy. Yet millions of entrepreneurs still lack access to the financial tools they need to grow. That's why we're building digital financial services that unlock opportunities for African small business owners. Since 2021 we've delivered \$120M+ in working capital to over 90,000 businesses across East Africa. Now we're looking for a Sales Manager to help us build the team that powers this mission.

What This Role Is

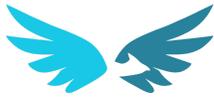
You're building and leading the field team that acquires clients. This isn't a desk job; you're in the field coaching, closing deals alongside your team, and figuring out what actually works vs. what looks good in a strategy deck.

What You'll Do**Team Leadership (60%)**

- Recruit, train and manage 10-15 sales agents across Kigali and environs
- Coach on consultative selling - how to position as partners, not lenders
- Ride-alongs with each team member monthly (minimum) - see what's really happening in the field
- Weekly pipeline reviews - who's converting, who's stuck, why
- Build a high-performance culture where people hit targets and actually enjoy the work

Strategy & Execution (30%)

- Own the acquisition strategy for your territories
- Identify high-potential zones (markets, industrial areas, business parks) and deploy a team accordingly
- Design territory plans that make sense
- Test acquisition channels - trade shows, business associations, referral programs, partnerships
- Monthly target: Team collectively onboards up to 100-300 clients
- Track what's working and kill what's not



Cross-Functional (10%)

- Work with the marketing team on campaign messaging, materials, and positioning
- Feed market intelligence to the product team - what clients are asking for, what competitors are doing
- Coordinate with telesales on lead handoffs and follow-up protocols

Who You Are

Must Have:

- 5+ years in field sales/marketing management, ideally in financial services, FMCG distribution, or MFI
- Proven track record managing and growing field teams (3+ people minimum)
- Deep understanding of wholesale, import, and distribution businesses
- Strong coach - you develop people, not just manage them
- Data-driven but pragmatic - you use numbers to make decisions
- Comfortable in markets, industrial areas, and business premises
- Excellent Kinyarwanda and English

Good to Have:

- CRM proficiency

Why join Numida?

At Numida you'll join a team that is transforming financial access for African entrepreneurs.

We are:



Backed by Y Combinator



Recognized by Financial Times as one of Africa's fastest growing companies



Building products that empower 1 million small businesses by 2030

You'll also enjoy:



A collaborative and mission-driven culture



Opportunities for professional growth



Competitive compensation and benefits

Apply here and be part of a team building the future of financial services in Africa.



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