



---

## Terms of Reference (ToR) for Business Development Officer

---

**Position:** Business Development Officer

**Type of Engagement:** Consultancy

**Ref No:** TG-CONS-001-25

**Location:** Nairobi, Kenya

### 1. ABOUT US

**Tectona Group** is a thought leader in **change and results-based management** that explores and unlocks quality data to empower underserved communities and emerging economies in Africa as they undergo sustainable transformations.

We are people-centered changemakers using quality data and digital transformation tools to prepare people within underserved communities and emerging markets in Africa for change, to adopt and adapt to emerging sustainable livelihoods.

Our **solutions**, Tectona Consulting, **Wadata** and **melbox**, are at the forefront of this mission. We invite you to explore our profile to gain a deeper understanding of our innovative solutions, sector focus, target audiences, and our holistic approach to development. Our primary clients include Non-Governmental Organizations (NGOs), Civil Society Organisations (CSOs), government agencies, research institutions, Entrepreneur Support Organisations (ESOs), Startups, private sector companies operating in Africa. These entities are focused on socio-economic development, sustainable change initiatives, and data-driven decision-making processes. They require robust platforms for monitoring and evaluating projects, as well as access to skilled data professionals to ensure the accuracy and reliability of their data.

**Our Vision:** A transformed, adaptive, safer, and sustainable world for all.

**Our Commitment:** Use quality data and digital tools to prepare and equip people in underserved communities in Africa for change, to adopt and adapt to emerging sustainable livelihoods and new markets.

### 2. JOB SUMMARY

As the Business Development Officer, you will be responsible for driving revenue growth, market expansion, and brand visibility for Tectona Group and its products. This role will focus on developing and executing strategic business plans, acquiring and managing key clients, and strengthening Tectona Group's market position across Africa and beyond.

### 3. KEY RESPONSIBILITIES

#### 3.1. Business Development and Revenue Growth

- a) Identify new business opportunities to increase revenue and expand market reach.
- b) Build and maintain strategic relationships with key clients, partners, donors, and stakeholders.
- c) Develop and manage a pipeline of potential clients.
- d) Lead proposal writing, bids, and grant applications to secure funding and partnerships.
- e) Negotiate and close contracts, ensuring profitable engagements for Tectona Group.
- f) Help develop pricing strategies that align with market demand and business objectives.

#### 3.2. Investor Relations and Funding Acquisition

- a) Identify and engage potential investors to secure funding and capital for expansion.
- b) Develop investor pitch decks and proposals to present Tectona Group's product's value proposition.
- c) Maintain strong relationships with current and potential investors by providing regular business updates and performance reports.
- d) Explore opportunities for venture capital, impact investment, and grant funding.
- e) Coordinate due diligence processes and ensure compliance with investor requirements.

#### 3.3. Market Research and Analysis

- a) Conduct market research to identify potential clients, understand client needs, industry/market trends, and emerging opportunities.
- b) Analyze competitors and adjust strategies to maintain a competitive edge.
- c) Provide insights on product positioning, features, and improvements to enhance user experience.

#### 3.4. Marketing and Brand Positioning

- a) Develop and implement business development and Go-To-Market strategies to achieve sales targets and expand the client base.
- b) Collaborate with the marketing team to design and execute marketing materials and campaigns that promote the company and its products.
- c) Organize and participate in industry events, trade shows, and networking opportunities.

### **3.5. Client Acquisition and Relationship Management**

- a) Identify and engage suitable prospective clients in target sectors.
- b) Develop and maintain strong relationships and partnerships with existing and potential clients to foster long-term partnerships.
- c) Act as the primary point of contact for high-value clients and strategic partners.
- d) Conduct clients needs assessments and customize solutions to meet their objectives.
- e) Establish a robust client feedback mechanism to improve service delivery.
- f) Ensure customer satisfaction and retention through strong relationship management.

### **3.6. Sales and Performance Management**

- a) Set and achieve revenue targets for Wadata and Melbox.
- b) Track business development and marketing performance using key performance indicators (KPIs).
- c) Provide regular reports and updates to senior management on business development activities and results.
- d) Optimize lead generation and conversion processes to maximize sales efficiency.

### **3.7. Wadata Data Talents Job Linkages**

- a) Liaise with Talent Development Team to identify and pursue strategic partnerships for linking Wadata Data Champs to job opportunities and placements post-job readiness skilling.
- b) Coordinate with Talent Development Team to identify strategic regions for Data Champs mass onboarding/recruitment and data workforce talent development/skilling.
- c) Effectively collaborate with various team members to identify and implement impactful Community Engagement activities and roadshows to boost business development opportunities and strengthen partnerships relationships with all stakeholders.
- d) Any other related duties that maybe assigned to you from time to time.

## **4. QUALIFICATIONS AND EXPERIENCE**

- Minimum of 5 years of work experience in a similar role.
- Proven experience in business development, sales and marketing, partnerships, client/customer management, or a similar role.
- Experience in working with/supporting Entrepreneur Support Organizations (ESOs), startups, MSMEs, development partners, NGOs, and government agencies will be highly considered.
- Knowledge and training in Monitoring & Evaluation (M&E), Data Management, Project Management, Research, Data Analytics, or related field will be an added advantage.
- Bachelor's degree in Business Administration, Sales and Marketing, Economics, Information Technology, Human Resources, Monitoring and Evaluation, Research and Data Management or a related field Social Sciences will be an added advantage.

## 5. CORE COMPETENCIES

This position requires a person who can demonstrate the following:

- High integrity to strictly adhere to the company's data protection framework.
- Problem-solving skills - “We-Can-Do-It Attitude”
- Strong understanding of Go-to-Market strategy and expansion strategies.
- Creative, and analytical abilities.
- Strong communication and interpersonal skills.
- Excellent organizational and project management skills.
- Teamwork and collaboration skills.
- Ability to work effectively with diverse communities and stakeholders.
- Ability to build and manage relationships with team members and external stakeholders including partners and local communities.
- Partnership development and networking.
- Highly adaptable and willing to travel to the field on a need basis.

## 6. HOW TO APPLY

- If you meet the above requirements for the role, please submit your Cover Letter and CV via the application portal here [HERE](#), click “**DOWNLOAD**” the ToR to view the detailed job description, then click “**APPLY NOW**” to submit your application.
- Submissions will close on **Friday, 14th March 2025**.
- Applications will be reviewed on a rolling basis and please note that only shortlisted candidates will be contacted.
- Tectona Group is an equal opportunity employer and welcomes applications from all qualified individuals, regardless of race, gender, disability, or any other status.