



POSITION: Country Representative (Nigeria)

REPORTING TO: Director Global Growth

REMUNERATION: Negotiable

LOCATION: Nigeria

START DATE: ASAP



Background

BoP Innovation Center (“Bopinc”) believes that the best products should be available, where they matter most. Since 2010 Bopinc co-builds, inclusive route to market propositions for low-income consumers by turning every new idea upside down and inside out. In a process, we understood fulfilling aspirations and needs is key. Thus, the aim is to include people in low-income markets in value chains as producers, entrepreneurs, and consumers.

From start-ups to multinationals, we help organisations to design and deliver inclusive, commercially viable business models. Our diverse team of global innovators and entrepreneurs, bridge the gap between private and development sectors.

To influence trillions of small purchasing decisions, our approach is simple. Through early consumer engagement, we discover and design the products people want. Through novel distribution models, we get these products to the consumer. And through creative behavioural change, we generate the pull, essential for driving product demand.

A series of intricate steps, leading to real impact for the Base of the Pyramid. Whether it’s more income, cleaner water, better food, or light at night. We know how to do good, while doing well, in a market of more than four billion low-income consumers.

The Role

Bopinc is looking for a passionate leader, positive thinker, great communicator, and self-starter willing to spread the power of inclusive business in low-income markets and build a strong country office.

Responsibilities

- Lead the Bopinc Nigeria office and manage country operations, with a focus on project implementation, human resource management, finance, and business development.
- Represent Bopinc on national and international fora to create opportunities for new projects and lead proposal development.

- Manage large and medium projects within the country / region.
- Coordinate and steer resource allocation for all country staff with global project managers and partners. Bring in new qualified people that fit within the Bopinc culture as we expand our team.
- Manage, coach, and inspire all country staff to ensure growth and professional excellency.
- Develop an accounting system, financial strategy meeting local requirements and global standards to ensure financial sustainability and absolute transparency.
- Be the budget holder for the country office.
- Quality control on project implementation.

Requirements

- Master's degree in business, economics, marketing or in relevant domain.
- Minimum 8-10 years of experience with a blend of private sector (FMCG / Food-Nutrition) and development sector focused on business development, branding, sales, marketing, and distribution.
- First-hand knowledge and experience in last mile distribution challenges and opportunities at the Base of the Pyramid.
- Proven ability to work with diverse stakeholders, government, development players, large multinationals, rural small entrepreneurs and startups.
- Excellent communication skills in English and national language. Ability to prepare own contents / materials and professional reports.
- Ability and willingness to travel to remote places.
- Strong curiosity to understand low-income consumers and markets.
- Affinity with the mission of Bopinc.

How to apply

Interested applicants should submit the following by e-mail to loba@ngorecruit.com quoting reference number **NBP005**:

- A CV in word or PDF format (please include 3 references)
- A 1-page cover letter outlining how your skills and experience align with Bopinc's mission, and the unique qualities you will bring to this role

Application Deadline: **10 December 2021**

Interested applicants are encouraged to **apply ASAP**. Only shortlisted candidates will be contacted.

For more information about Bopinc, visit their [website](#) and social media pages: [Facebook](#), [Twitter](#) and [LinkedIn](#).