



August 2025

## Modern Trade Supervisor / Team Leader

**REPORTING TO:** Retail Sales Manager

**Nairobi, Kenya | Full Time**

**Job Grade:** 3

### Company Overview

Grounded is a women-run manufacturer of non-toxic cleaning and personal care products powered by Kenyan ingredients. Founded in 2017, we've grown to over 50 products, working to convert homes and businesses to the new clean.

### Joining Our Team

At Grounded, we believe sales starts with relationships — with our customers, our partners, and our own team. We value diversity, equity, and inclusion, ensuring all team members feel empowered to contribute their unique perspective. You'll join a fast-paced, growth-minded team where curiosity, collaboration, and ownership are core to our success.

### Role Description

We are looking for a hands-on, results-driven Retail Supervisor / Team Leader to drive Tier 1 modern trade sales and ensure Grounded products are winning in-store. You'll manage our team of merchandizers, secure the best shelf placement, execute promotions, and unblock operational issues — making sure our brand stands out and sells through. You'll also be the key link between sales, marketing, and operations to keep modern trade partners happy and growing.

### What You'll Do

#### Sales & Account Management

- Oversee Tier 1 modern trade accounts - like Carrefour, Chandarana, Naivas, QuickMart, etc. ensuring listings are maintained and new opportunities are secured.
- Work with buyers and store managers to secure premium shelf placement, secondary displays, and promotional space.
- Plan and execute in-store promotions, launches, and seasonal campaigns in collaboration with the marketing team.

- Track and report on sales performance by generating and sharing comprehensive reports on team objectives, deadlines, and performance, while providing actionable insights to improve sell-through.

### **Team Leadership & Merchandizing**

- Lead, coach, and manage a team of merchandizers to ensure perfect execution in-store.
- Conduct regular store visits to check planogram compliance, stock levels, and display standards.
- Train merchandizers on product knowledge, customer engagement, and Grounded SOPs.
- Manage team schedules, performance reviews, and continuous improvement plans.

### **Operational Excellence**

- Act as the first point of contact to resolve any stock, invoicing, or delivery issues with modern trade partners.
- Coordinate with logistics and production teams to ensure timely and accurate deliveries.
- Ensure merchandising tools, POS materials, and promotional items are available and deployed effectively.
- Monitor competitor activity, pricing, and promotional strategies; report and recommend counteractions.

### **What You'll Need**

- 3–5 years in FMCG retail sales, with strong exposure to Tier 1 modern trade.
- Proven experience managing merchandizing teams.
- Strong negotiation and relationship-building skills with buyers and store managers.

- Excellent organizational and problem-solving skills; ability to unblock issues quickly.
- Data-driven mindset — comfortable working with sales reports and KPIs.
- A valid driver's license and being okay with traveling between locations

### **What Success Looks Like**

- Grounded products have premium shelf visibility and are always in stock.
- Merchandizing standards are consistently high across all Tier 1 accounts.
- Promotions are executed on time, in full, and deliver measurable sales uplift.
- Issues are solved before they escalate, keeping accounts and teams running smoothly.
- Sales targets for modern trade channels are met or exceeded.

### **Salary Range**

- KES 30-50k per month Gross, inclusive of commission, depending on experience