



RE-ADVERTISEMENT

Job Title	: Business Development Manager
Organization	: Westminister Consulting Limited
Location	: Nairobi, Kenya (With regional travel)
Sector Partner	: NOVA Industries International
Employment Status	: Full -Time
Reporting to	: Managing Director
Start Date	: September 2026

About Us :

Westminister Consulting Limited

Westminister Consulting (www.westministerconsulting.com) is a leading business advisory and technical consultancy firm operating across East Africa. The firm represents and promotes world-class solutions in the water, environment, and industrial sectors, serving both public and private sector clients across the region.

NOVA Industries International

NOVA Industries is a specialist manufacturer and supplier of water and wastewater treatment equipment, headquartered in Egypt and with an international office in Dubai, UAE. With a 25,000 m² state-of-the-art factory and an annual stainless steel fabrication capacity of 2,500 tons, NOVA delivers solutions covering the full treatment lifecycle — from primary screening through to tertiary filtration and sludge management.

NOVA holds ISO 9001, ISO 14001, and ISO 45001 certifications and manufactures under license agreements with leading international brands from Germany, the USA, Italy, Korea, and Canada. Their project portfolio spans Egypt, Singapore, the UAE, Saudi Arabia, Morocco, and Somalia. Westminister Consulting serves as NOVA's authorised representative in Kenya, tasked with growing the company's presence across East Africa.

ROLE PURPOSE:

The Business Development Manager will be the primary driver of NOVA Industries' commercial growth across Kenya and East Africa, working through Westminister Consulting. This role is responsible for identifying and developing new business opportunities, building lasting relationships with key stakeholders in the water sector, and positioning NOVA's technology portfolio as the preferred solution for municipal and industrial water and wastewater treatment projects.

The successful candidate will combine strong technical understanding of water treatment processes with proven sales and relationship-building capabilities, enabling them to engage credibly with engineers, government authorities, EPC contractors, and development finance institutions.

KEY RESPONSIBILITIES

1. Business Development & Sales

- Identify, pursue, and win new business opportunities across Kenya and the wider East African region, targeting municipal water authorities, utility companies, industrial clients, and EPC contractors.
- Develop and execute a structured business development plan aligned with NOVA's product range and Westminister Consulting's strategic priorities.



- c) Build and manage a robust sales pipeline using CRM tools, tracking opportunities from initial contact through to contract award.
- d) Prepare and deliver compelling technical and commercial proposals, presentations, and tender submissions in response to client enquiries and public procurement processes.
- e) Achieve and exceed annual revenue targets as agreed with the Managing Director.

1.1. Client Relationship Management

- a) Cultivate long-term relationships with key decision-makers across the water sector, including government ministries, water utility boards, county governments, consulting engineers, project developers, and international development organisations (e.g., World Bank, AfDB, USAID).
- b) Act as the primary point of contact for existing and prospective clients, ensuring a high standard of responsiveness and professionalism.
- c) Represent Westminster Consulting and NOVA Industries at industry conferences, trade exhibitions, seminars, and stakeholder forums across the region.
- d) Support client visits to NOVA's manufacturing facility in Egypt and coordinate technical presentations with NOVA's engineering team as required.

1.2. Technical Engagement & Solution Selling

- a) Develop a thorough working knowledge of NOVA's product portfolio including water treatment solutions (Lamella Settlers, DynaFilters, Flash Mixers), wastewater treatment solutions (Disc Filters, Fine Bubble Aeration, SBR systems), and sludge management systems (Belt Press, Solar Dryers, Thin Film Dryers).
- b) Engage consultants and engineers at technical level — interpreting process requirements, recommending appropriate technologies, and coordinating with NOVA's design engineering team to prepare technical submittals.
- c) Support front-end engineering discussions including process sizing, equipment specifications, and value engineering.
- d) Monitor and respond to water sector tenders, BOQs, and technical specifications issued by government and private clients.

1.3. Market Intelligence & Strategy

- a) Conduct ongoing market research to map planned and ongoing water and wastewater infrastructure projects across Kenya and East Africa.
- b) Track competitor activities, pricing dynamics, and technology trends in the regional water treatment market.
- c) Provide regular market intelligence reports and sales forecasts to senior management.
- d) Identify strategic partnerships, agents, and local subcontractors that can enhance the firm's competitive positioning.

1.4. Proposals, Bids & Contract Administration

- a) Lead the preparation of high-quality, compliant tender responses and commercial proposals, coordinating input from NOVA's technical and commercial teams.
- b) Negotiate commercial terms with clients and channel partners, ensuring alignment with NOVA's pricing policies and margin requirements.
- c) Support contract handover to project delivery teams upon award, providing client background and agreed scope documentation.
- d) Maintain accurate records of all commercial correspondence, quotations, and contractual documents.



2. QUALIFICATIONS AND EXPERIENCE

Essential

- 1) Bachelor's degree in civil, Environmental, Chemical, or Mechanical Engineering, or a closely related technical discipline.
- 2) Minimum 5 years' proven experience in business development, technical sales, or project development within the water, wastewater, or environmental engineering sector.
- 3) ***Experience working with any of the following companies—Power China, China Road and Bridge Corporation (CRBC), or Sinohydro—on large-scale international infrastructure projects.***
- 4) Demonstrated track record of winning projects or supply contracts with government utilities, municipalities, or EPC clients.
- 5) Strong technical understanding of water or wastewater treatment processes and equipment.
- 6) Experience preparing and submitting formal tender responses and technical proposals.
- 7) Established network within Kenya's water sector (e.g., Water Works Development Agencies, Nairobi City Water, county water utilities, consulting engineering firms).
- 8) Excellent written and verbal communication skills in English; Kiswahili an advantage.
- 9) Proficiency in Microsoft Office suite (Word, Excel, PowerPoint) and CRM tools.
- 10) Willingness to travel extensively within Kenya and across East Africa.

Desirable

- 1) Master's degree in Engineering, Business Administration, or Water Resources Management.
- 2) ***Significant marketing experience in large-scale infrastructure projects.***
- 3) Experience working with international water treatment equipment manufacturers or technology licensors.
- 4) Knowledge of procurement procedures for development-finance-funded projects (World Bank, AfDB, EU).
- 5) Familiarity with NSF/ANSI 61, ISO, or similar international quality standards for water treatment equipment.
- 6) Prior exposure to project markets in Uganda, Tanzania, Ethiopia, Rwanda, or other East African countries.

KEY COMPETENCES

1. **Commercial Acumen:** Understands value selling, margin management, and how to position differentiated technology against lower-cost competition.
2. **Technical Credibility:** Able to engage engineers and technical evaluators confidently, earning trust through product knowledge and process understanding.
3. **Relationship Building:** Naturally builds trust and long-term relationships with clients, partners, and influencers at all levels.
4. **Results Orientation:** Self-motivated, target-driven, and persistent in pursuing opportunities through long sales cycles.
5. **Communication & Presentation :** Articulates complex technical and commercial information clearly in writing, presentations, and face-to-face meetings.



Competency	Description
Commercial Acumen	Understands value selling, margin management, and how to position differentiated technology against lower-cost competition.
Technical Credibility	Able to engage engineers and technical evaluators confidently, earning trust through product knowledge and process understanding.
Relationship Building	Naturally builds trust and long-term relationships with clients, partners, and influencers at all levels.
Results Orientation	Self-motivated, target-driven, and persistent in pursuing opportunities through long sales cycles.
Strategic Thinking	Identifies priority markets and accounts, allocates effort effectively, and aligns activities to long-term growth goals.
Integrity & Professionalism	Represents the firm and its partners to the highest standards of business ethics and professional conduct.
Adaptability	Navigates ambiguity and adapts approach to suit diverse client cultures, project types, and procurement environments.

Application Process

Interested and qualified candidates should apply by emailing their detailed CV ,cover Letter(maximum 1 page) explaining their suitability for the role and your understanding of the water sector in East Africa and Contact details for two professional referees to hr@westministerconsulting.com .Shortlisting will be on rolling basis. Deadline to apply is September 10th,2026. Candidates who previously applied are kindly requested not to resubmit their CVs.

DISCLAIMER: The above statements are intended to describe the general nature and level of the work being performed by the **Business Development Manager**. The statements are not intended to be an exhaustive list of all possible duties, tasks, and responsibilities. Management reserves the right to amend and change responsibilities to meet organizational needs as necessary. Please note that Westminster Consulting and NOVA International Industries, will never request any form of payment from an applicant. Applicants are encouraged to confirm the information listed below prior to releasing any extensive personal information to the organization.

Westminster Consulting

Website: www.westministerconsulting.com

Location: Nairobi, Kenya

Sector Partner: NOVA Industries International | www.novaindustries.ae