



## Terms of Reference (TORs) for a Sales Associate

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**REFERENCE NUMBER:** TIK/ IRW/004/2026

**ASSIGNMENT:** Sales Associates for TI-Kenya’s Integrity Walk/Run 2026 and Youth Bootcamp

**DURATION:** 4 Months

**LOCATION:** Nairobi

**POSTING DATE:** 24 June 2026

**DEADLINE FOR SUBMISSION:** 8<sup>th</sup> July 2026

### 1. Background

Transparency International Kenya (TI-Kenya) is a non-profit organization founded in 1999 with the goal of fostering transparency and good governance to combat corruption. As part of its ongoing efforts, TI-Kenya is organizing the **Integrity Walk/Run 2026**, themed “**Run/Move for Integrity**” and **Youth Bootcamps**, aimed at mobilizing citizens and youth to advocate for responsible leadership and governance.

To support these initiatives, TI-Kenya seeks to engage a **Sales Associate** to develop and execute sales strategies that will attract both private and public resources for the Integrity Walk/Run 2026 and Youth Bootcamps.

### 2. Objectives

The Sales Associate will be responsible for driving sales and revenue generation for events, sponsorship packages, partnerships, and youth boot camps. The role requires a highly motivated sales professional with strong experience in event sales, client acquisition, lead generation, and relationship management. The ideal candidate should possess a strong commercial mindset and proven ability to meet sales targets, secure clients, and convert leads into business opportunities.

The Sales Associate will report to the **Coordinator, Business Development**, and will work closely with the **Communications Officer** at TI-Kenya headquarters.

### 3. Scope of Work

The Sales Associate will be responsible for:

#### **Integrity Walk/Run Event & Sponsorship Sales**

- Identify and pursue sales opportunities for the run/walk event, exhibitions, and related programs.
- Sell sponsorship packages and exhibition spaces to corporate partners and businesses.
- Develop and maintain a strong pipeline of prospective clients and partners.

- Conduct sales presentations, pitches, and negotiations with potential clients.
- Meet and exceed assigned sales and revenue targets.

### **Youth Boot Camp Sales**

- Drive enrollment and sales for youth boot camps and related training programs.
- Promote boot camp offerings to schools, youth groups, organizations, and individual participants.
- Build strategic relationships that increase participant registrations and program visibility.
- Follow up on leads and convert inquiries into confirmed registrations.

### **Client Relationship Management**

- Maintain strong relationships with existing clients to encourage repeat sponsorships.
- Provide excellent customer service and ensure client satisfaction throughout the sales process.
- Prepare regular sales reports, pipeline updates, and performance tracking.

### **Market Development**

- Identify new market opportunities and potential customer segments.
- Support marketing and outreach campaigns aimed at increasing sales and visibility.
- Gather market intelligence to improve sales strategies for the walk/run event.
- Submit weekly sales reports documents and submit all client contacts.

**NB:** All outputs will remain the intellectual property of Transparency International Kenya.

## **5. Professional Skills and Experience**

### **Minimum Qualifications:**

- Diploma or Bachelor’s degree in Sales, Marketing, Business Administration, or a related field.
- Minimum of 2–4 years’ experience in sales, preferably in event sales, training program sales, or corporate sales.
- Proven track record of achieving and exceeding sales targets.
- Experience selling events, sponsorships, training programs, or educational products is highly preferred.
- Strong negotiation, communication, and interpersonal skills.
- Ability to work independently and manage multiple sales opportunities simultaneously.

### **Required Skills:**

- Sales and negotiation skills
- Lead generation and conversion
- Relationship management
- Results-oriented mindset
- Excellent presentation skills
- Strong networking ability
- Customer-focused approach

## **6. Terms and Conditions**

- The assignment is for a 4 **month period**, with timelines subject to adjustment based on project needs.
- This role is a 100% **commission-based**, with remuneration structured around a percentage of funds raised, as agreed upon with TI-Kenya. The Sales Associate shall earn an agreed commission percentage on successfully secured and received sponsorships or donations directly attributable to their efforts.
- **Commission** shall only be payable upon confirmation of receipt of funds by TI-Kenya.
- The consultant will be expected to work remotely, using their own equipment (laptop, phone, internet, etc.), but may be required to work from TI-Kenya offices when necessary.

## 7. Confidentiality Clause

All discussions, documents, and information collected during the engagement shall remain strictly confidential and may not be shared with any third party without TI-Kenya's written consent.

## 8. Logistics and Payment

Transparency International Kenya will compensate the Sales Associate strictly on a **commission basis**, based on the amount of funds successfully raised and received.

## 9. Ethical Considerations:

All Fundraising Associates shall:

- ✓ Uphold TI-Kenya's values of integrity, transparency, and accountability
- ✓ Avoid any form of misrepresentation during fundraising engagements
- ✓ Refrain from making commitments on behalf of TI-Kenya without authorization
- ✓ Adhere to TI-Kenya policies and branding guidelines

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## 10. Application Procedure

Interested candidates who meet the requirements should submit the following documents by **3<sup>rd</sup> July 2026** to [consultancyapplication@tikenya.org](mailto:consultancyapplication@tikenya.org), indicating **TIK/IRW/002/2026 – Sale Associates for TI-Kenya's Integrity Walk 2026** as the headline.

- CV
- Copies of relevant academic and professional certificates
- KRA tax compliance certificate
- References from previous fundraising engagements

## 11. Complaints and Appeals Process

This call for applications does not constitute a solicitation, and TI-Kenya reserves the right to modify or cancel the process at any stage. Complaints related to the selection process should be submitted in writing to:

**Executive Director**

Transparency International Kenya  
Bishop Magua Center, Off Ngong Road – George Padmore Lane  
Ground Floor, Wing B UG 7  
P.O. Box 198-00200, Nairobi  
**Email:** [complaints@tikenya.org](mailto:complaints@tikenya.org)

**Applications will be reviewed on a rolling basis.**