



Terms of Reference (TORs) for a Sales Associate

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: **READVERTISED: 15TH July 2026**

DEADLINE FOR SUBMISSION: 22nd 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

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

10. Application Procedure

Interested candidates who meet the requirements should submit the following documents by **22nd July 2026** to 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

Applications will be reviewed on a rolling basis.