

Job Title: Nigeria Business Finder State Manager

Location: All 36 States & FCT

Company: E&R Standard Gate Limited

Employment Type: Full-Time / Contract

Role Overview

Nigeria Business Finder is seeking highly driven and entrepreneurial State Managers to lead business acquisition and onboarding efforts across all 36 states. The State Manager will be responsible for identifying, engaging, and onboarding businesses onto the Nigeria Business Finder platform, ensuring strong statewide representation across industries.

This role is ideal for individuals with strong local market knowledge, business development experience, and a passion for building ecosystems that connect businesses with opportunities.

Key Responsibilities

- ❖ Lead business acquisition efforts within the assigned state, targeting SMEs, corporate organizations, and service providers across all sectors.
- ❖ Develop and execute state-level growth strategies to increase business registrations on the platform.
- ❖ Identify key business clusters, associations, and trade groups for partnership and onboarding opportunities.
- ❖ Conduct direct outreach through field visits, calls, emails, and networking events.
- ❖ Build and maintain relationships with business owners, entrepreneurs, and industry stakeholders.
- ❖ Educate potential clients on the value and benefits of listing on Nigeria Business Finder.
- ❖ Meet and exceed monthly and quarterly business registration targets.
- ❖ Organize local activation campaigns, awareness drives, and promotional events.
- ❖ Provide onboarding support to businesses, ensuring accurate and complete listings.
- ❖ Monitor competitor activity and provide insights to improve platform positioning.
- ❖ Submit regular performance reports, including acquisition metrics and market feedback.
- ❖ Collaborate with the central team on marketing campaigns and product improvements.

Key Performance Indicators (KPIs)

- ❖ Number of new business registrations per month
- ❖ Retention and activity rate of onboarded businesses
- ❖ Conversion rate from leads to registered businesses
- ❖ Number of partnerships with local business associations
- ❖ Market coverage across key cities and sectors in the state

Requirements

- ❖ Bachelor's degree in Business Administration, Marketing, Economics, or a related field (or equivalent experience).
- ❖ Minimum of 2–5 years experience in sales, business development, or field marketing.
- ❖ Strong knowledge of the assigned state's business environment and commercial hubs.
- ❖ Proven ability to meet or exceed sales or acquisition targets.
- ❖ Excellent communication, negotiation, and interpersonal skills.
- ❖ Self-motivated with the ability to work independently and manage territory effectively.
- ❖ Strong networking ability and relationship-building skills.
- ❖ Proficiency in basic digital tools (CRM systems, spreadsheets, email communication).
- ❖ Ability to travel within the state regularly.
- ❖ Entrepreneurial mindset with a results-driven approach.

Preferred Qualifications

- ❖ Experience working with business directories, marketplaces, or digital platforms.
- ❖ Existing network of SMEs, business owners, or trade associations within the state.
- ❖ Background in startup environments or growth-stage companies.
- ❖ Familiarity with digital marketing or online business tools.

What Success Looks Like

A successful State Manager will rapidly grow the number of verified businesses on the platform, establish strong local partnerships, and position Nigeria Business Finder as the go-to directory within their state.

Compensation Structure

- ❖ Base monthly retainer
- ❖ Performance-based commission per registered business
- ❖ Bonuses tied to milestone achievements
- ❖ Potential leadership opportunities (Regional Manager role)

If you are a motivated individual with a successful background in this field, we would be glad to hear from you. Kindly submit your resume and cover letter.

Send Your Application To: jobs@erstandardgate.com

For Any Questions Call: 0913 412 1445

Application Close Date: August 31, 2026

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