



JOB DESCRIPTION: SALES ASSISTANT

Company:	EarthEnable, Incorporated (known as Tube Heza in Rwanda)
Reports to:	District Manager
Location:	Ngoma or Kirehe district, with significant time in rural villages across Rwanda
Compensation:	Starts modest with potential for significant bonuses

About EarthEnable

EarthEnable is transforming the way people live, by making homes healthier for families across rural Rwanda. 80% of Rwandans live in homes with dirt floors which are dusty, unsanitary, and fertile breeding grounds for parasites and germs. While replacing a dirt floor with concrete has significant health benefits (e.g. reducing diarrhea by 50% and parasitic infections by 80%), concrete is unaffordable for many Rwandans who need it.

EarthEnable addresses this pressing and ubiquitous problem by selling high-quality, earthen floors that are 80% cheaper than concrete with 90% less embedded energy. Earthen floors are already prevalent in modern homes in the United States. They are composed of natural materials (gravel, clay, sand, and laterite) commonly found in Rwanda. EarthEnable trains and hires local masons to install the floors which are sealed using a proprietary drying oil that makes them waterproof, strong, and polished. In our first 3 years of operations, EarthEnable has installed over 40,000 square meters of flooring and employed over 200 Rwandese staff.

About the Role

This role will be responsible for managing EarthEnable's sales and marketing activities in Ngoma or Kirehe, as well as managing sales people in that district. This role will play an important part in building the sales team and strategy in any of those districts. There is significant room for growth and for taking on more responsibility as sales and operations in that district grow. EarthEnable carries out a wide range of marketing and sales activities, and this role will be responsible for planning these activities, organizing necessary logistics, and following up with potential customers after. Additionally, this person will be responsible for tracking leads and customers, recruiting and managing a sales team, and various administrative duties. He or she will be in close communication with the District Manager as well as other sales team.

The specific tasks of this role include:

- **Recruiting and managing sales staff and masons:** Working with the sales manager to recruit an on the ground sales team in Ngoma or Kirehe and then training and managing that team.
 - Determining methods for finding strong sales people and recruiting them to join EarthEnable
 - Training new sales people and masons in the EarthEnable pitch, customer service, measuring houses, signing contracts, and other skills necessary to be a great sales person



- **Organizing and conducting marketing events:** working with the sales manager and marketing team to decide on marketing events to hold in Kamonyi, then organizing and carrying out these events.
 - Organizing advertising at local market days, including organizing music and mobilizing sales reps to attend and speak about EarthEnable
 - Organizing speaking events at local umudugudu and cell meetings to speak about EarthEnable
 - Organizing open house events at houses with recently built floors
 - Developing ideas for other marketing events and organizing and carrying them out.
- **Lead/ contract management:** tracking and managing follow up with leads and contracts generated by sales people and other sources.
 - Recording all leads and contracts in Salesforce and making sure that this data is clean and accurate
 - Working with the sales representatives and the call center in Nyamata to follow up on all leads
 - Working with the operations team to manage the scheduling of contracts and coordinate with material deliveries and other operational needs
- **Other administrative tasks:** carrying out other administrative duties as needed, including data entry, budget management and office material procurement.
 - Working with the operations team to manage the office budget, and the sales and marketing budget in particular
 - Managing other data entry and management tasks as needed by the office
 - Managing other office admin duties as required

Qualifications

- College graduate with strong academic record preferred but not required
- A knack for sales and a passion for helping people to improve their lives through our product
- Commitment to impact and strong interest in community development
- Ability to work extremely independently
- Fluency in English
- knowledge of MS Office (Excel, Word, PowerPoint)
- Strong written and verbal communications skills
- Positive attitude, self-starter, entrepreneurial spirit, sense of humor and willingness to learn new things
- Commitment to excellence, outstanding work ethic, and attention to detail
- Resourcefulness and creative problem solving

To Apply

Apply through <https://www.earthenable.org/applynow-3/>