

Position: Sales and Marketing Executive



Product: Hand washing stations

About Whave: Whave is a not-for-profit Ugandan social enterprise founded in 2011 working with rural communities, local government and the Ministry of Water and Environment to achieve 24/7 reliable clean water supply at national scale through fee-for-service approaches. We are also committed to improving handwashing in rural areas through development of portable and compact hand-wash stations that are attractive, can easily be transported in rural areas, and users can easily move them indoors and outdoors.

Job Summary: As a Sales and Marketing Executive at Whave, you will play a crucial role in promoting and selling our hand wash stations. Your primary duties will be to scout for, recruit, train, and support sales agents to sell the hand washers, and to meet sales volume targets (wholesale numbers to agents and numbers of registered and paid-up customers). You will assist the agents to sell in public markets, trade exhibitions, events, to domestic households, event organizers schools, religious institutions, guest houses, restaurants, shops and other such prospectives.

Roles and Responsibilities:

1. **Recruit, train, and support Youth Sales Agents:**
 - Identify and onboard enthusiastic youth as sales agents in the Mityana, Kassanda, Nakaseke, Kikuube, and Kyegegwa districts.
 - Provide comprehensive training to equip them with the necessary skills for effective sales and marketing.
 - Collect and distribute hardware
2. **Develop weekly marketing plans:**
 - Collaborate with sales agents to create weekly marketing plans.
 - Support them in implementing these plans to maximize outreach.
3. **Generate Sales Leads:**
 - Personally visit potential customers to create sales leads.
 - Refer interested prospects to sales agents for follow-up and completion of the sale.
4. **Weekly Progress Meetings and Reports:**
 - Organize regular meetings with Whave field staff and sales agents, and discuss progress, address challenges, and strategize for better results
 - Submit reports on all aspects of the role and progress on reaching sales targets
 - Submit completed agent and customer registration forms and update customer record tables accurately in format required by Whave.
5. **Coordinate Production and Inventory Management:**
 - Ensure timely production of handwashing units to meet demand.
 - Manage inventory levels to ensure availability at all times.
 - **Customer Satisfaction and After-Sales Support:** Maintain ongoing communication with customers and ensure they receive excellent after-sales support from agents. Visit customers after several months usage to gain insights for improvement to the hand-washer design, take relevant photos and notes and share to Whave management and engineering team.
6. **Quality Control:** Identify any defective handwashing units and facilitate their return to the production line for necessary corrections.

Requirements and Qualifications

- You must have at least two years of proven work experience and demonstrate evidence of skills in professional relationships, sales and marketing.
- Demonstrate a passion for sales and an understanding of modern marketing techniques.

If you are interested, email your C.V to hr@whave.org before 3rd April 2024