



## **JOB DESCRIPTION: CUSTOMER SERVICE & SALES COORDINATOR**

**Company:** EarthEnable, Incorporated (known as Tube Heza in Rwanda)  
**Reports to:** Global Director of Sales & Marketing  
**Location:** Ngoma district, with significant time in rural villages across Rwanda  
**Compensation:** Commensurate with experience

### **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 customer service, sales and marketing activities in Ngoma, as well as managing Customer representatives in that district. This role will play an important part in building the customer representative team and strategy in Ngoma. 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 activities to promote our customer services and sales. and this role will be responsible for planning these activities, organizing necessary logistics, and following up with potential customers after.

The specific tasks of this role include:

- **Recruiting and managing customer representative team**
  - Recruit and train new customer representatives.
  - Ensure team capacity
  - Develop sales strategies accordingly



- Make sure customer representatives have right materials and tools for their daily activities.(blank Contracts, Tape measures, and other materials for customer touch points, and so on)
  - Work with finance for commission pay roll
  - **Sales and Marketing:**
    - Market and sell Tube Heza products
    - Collaborate with sector and village leaders around tube Heza needs and mission
    - Make sure customer representatives are attending village meetings
    - Ensure smooth customer experience and satisfaction by ensuring customers expectations are set correctly (no overselling) and ensure customers fully understand both the construction process and the behaviour needed to have a good quality long-term floor.
  - Working with the sales manager and others to determine the best pathways of operational expansion within district.
- Organizing open house events at houses with recently built floors or similar such strategies for increasing awareness and sale
- Push and follow up on customer referral program
  - Collaborate with operation team to ensure customers are aware of construction schedule
  - Ensure sales do not exceed the district capacity for construction
  - **Lead/ contract management**
    - Recording all leads and contracts in Sales force and making sure that this data is clean and accurate.
    - Make sure customer payments are collected
    - Working with the operations team to manage the scheduling of opportunities and coordinate with material deliveries and other operational needs
    - Collect and file physical contracts papers
    - Deal with sales reports into SF

## **Qualifications**

- College graduate with strong academic record preferred but not required
- At least 2 years of experience preferred
- A knack for sales and a passion for helping people to improve their lives through our product
- Strong people management skills and a passion for helping to build a strong team of sales people
- Commitment to impact and strong interest in community development
- Ability to work extremely independently
- Fluency in English
- Excellent knowledge of MS Office (Excel, Word, PowerPoint) and Google Docs



- 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
- Possessing Driving Licence category A is an added advantage

### **To Apply**

Apply through the EarthEnable website, at [www.earthenable.org/apply](http://www.earthenable.org/apply)