

Business Development & Sales Manager

Rooftop Solar

Full-time, starting 1st April 2019

New Delhi | Rs. 4 – 7 lakh pa



Who You Are

You have a high degree of entrepreneurial acumen and are keen to take on the end-to-end responsibility of planning and launching a rooftop solar segment in a dynamic startup. You have spent at least 5 years in a techno-commercial role in the solar PV sector and have demonstrated leadership and negotiation abilities. The idea of putting your analytical and pitching skills to use across multiple functions, from identifying and qualifying customer leads to marketing and branding, and from developing project proposals to independently closing orders, thrills you. You have complete functional knowledge of the rooftop solar regulatory and financing environments and revenue models. By leveraging your established networks, you are confident in your ability to launch a new business segment and bring in C&I and residential customers in target regional markets in Tier 2/3 cities in UP and Bihar.

Key Responsibilities

- Formulate strategy and develop and execute business plan for Oorja's new rooftop solar division
- Rooftop solar business development (from scratch): identify and build relationships with prospective sectors and customers in commercial, industrial and residential segments in Tier 2/3 cities
- Sales and marketing: prospecting for and qualifying leads; explain the benefits of rooftop solar to prospective customers; develop and launch a branding and marketing approach tailored to client needs
- Management of contracts, accounts and techno-commercial negotiation with customers
- Support with project planning, implementation and execution and revenue realisation for on/off-grid rooftop/captive solar projects to ensure 100% on-time delivery; regularly interact with and report to client
- Liaise with relevant authorities (SNAs, DISCOMs, SECI) for permits, approvals and subsidy disbursement
- Ability to travel and work flexible hours

Skills & Qualifications

- * BTech/MTech degree in renewable energy or engineering
- * Minimum 5–8 years of professional experience in business development or sales role in solar PV sector
- * Sound knowledge of the regulatory environment, net/gross metering and solar subsidy schemes of States
- * Techno-commercial experience in a previous role
- * Expert in payback calculation, ROI and project economics; familiar with revenue models (CAPEX & OPEX/PPA)
- * Strong quantitative and analytical skills; capabilities in financial modeling and projections preferred
- * Fluency in both English and Hindi
- * Self-confident, highly driven, self-motivated; go-getter
- * Strong communication and interpersonal skills

How to apply

Please send your cover letter and CV to careers@oorjasolutions.org with subject "Rooftop Solar Manager – Your Name" by 10th March 2019.



Oorja is a young and growing company based in New Delhi, tackling some of the most pressing challenges in the energy sector today – renewable energy expansion and rural electrification. We are entering a new business segment to execute small rooftop solar projects (5–50 kW_p) for commercial, industrial and residential clients. We are a dynamic, driven and international team and are motivated by a desire to democratise clean energy access, increase the share of renewables in India's energy mix and mitigate climate change.