

## Assistant Manager - Sales

Full-time, permanent position | Sales & Marketing

Base Location: Eastern UP

Field Based Position

Start Date: 1<sup>st</sup> January 2024

Travel: >80% of time



### About Oorja

Oorja ([www.oorjasolutions.org](http://www.oorjasolutions.org)) is an award-winning social enterprise based in New Delhi. We are on a mission to empower 1 million farmers globally by 2030 with the agricultural solutions they need to sustainably increase their income and quality of life.

Oorja is a Farming-as-a-Service company working at the intersection of sustainable agriculture and renewable energy. Our focus is on powering beneficial appliances that help users to generate stable incomes, create jobs, and mitigate carbon emissions. Despite urgent need, around 90% of marginal farmers cannot afford to invest in solar technology for their farms. Oorja wants to close this gap. We finance, install and maintain decentralised solar energy systems for community use. Oorja sells irrigation, milling and cooling as affordable services on a pay-per-use basis to smallholder farmers, without any upfront cost to them. We operate in rural areas of northern India where farmers are currently reliant on polluting and expensive diesel motors for their energy needs.

Our core strengths are our inclusive, farmer-centric business model and a diverse and driven team with shared passion for sustainable development. Some of our funders and partners in this mission are:



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## Role Background

Oorja is seeking an Assistant Manager - Sales to oversee service sales for the entire Eastern UP region. You should bring a minimum of 3-4 years of sales experience, preferably selling services to rural or low-income customers. You will be stationed in multiple field locations and cover all of our sites (current: 120 solar projects) in Eastern UP. You will lead the team's efforts in promoting irrigation and milling service sales and be responsible for meeting utilization and sales targets. The focus will be on delivery of pushing up sales and utilization at existing solar irrigation projects, supervising Operators and leading rural marketing efforts. The ideal candidate will bring a proven track record of achievement in a high-growth venture or entrepreneurial position. You should be comfortable having daily touch points with groups of farmers, have good knowledge of traditional marketing techniques, and strong organizational and analytical skills. You be able to work under pressure to meet targets and timelines and have the ability to supervise and coach others. Prior knowledge of billing/payment options and POS systems suited to under-banked customers will be an advantage. You should have excellent spoken and written communication skills in Hindi.

## Key Duties

- Devising and implementing strategies to improve asset utilization and sales
- Independently coordinating, monitoring, and training Operators
- Scheduling and making regular visits to sites, Operators, customers, and partners
- Implementing advertising and marketing strategies at all sites
- Effectively using sales and other data provided to diagnose under-performing assets
- Strive to achieve high customer satisfaction and retention.

## Roles & Responsibilities

As the Assistant Manager - Sales, you will be expected to serve a key role within our Sales & Marketing team. Your responsibilities include, but are not limited to:

- Making regular in-person visits to all solar project sites, in order to meet with Operators, customers and the community and check on asset security and integrity
- Building meaningful relationships with customers to understand their needs, aspirations and challenges; devising solutions to improve customer satisfaction and improvement of service offerings
- Executing quarterly sales plans and targets assigned by senior management in order to increase customer base and drive up sales volumes per asset:
- Leading marketing and brand building efforts, such as door-to-door campaigns, putting up canopies in project site villages, distribution of flyers, getting village walls painted, displaying explainer videos, explaining benefits of services and running campaigns; monitoring the success of these campaigns to improve future marketing efforts
- Diagnosing reasons for lower utilization and promptly finding and implementing solutions to address them; ensuring certain assets are not sitting idle for instance because of technical fault, borewell issues, dispute with operator, etc.; recommending sites to be relocated, as a last resort
- Adding new members to existing sites, mobilizing inactive members to use the service; convincing active members to use more often, in order to achieve high customer retention and reduce churn rate
- Assisting with and coming up with local solutions for more effective scheduling of services, so hours/days are not wasted without use

- Coming up with and implementing incentive plans, discounts, recognitions, rewards, and other monetary and non-monetary benefits for both the Operators and customers to push up utilization/sales, with approval from management; communicate prices and promotions to customers and Operators
- Promoting cooperation and mutual understanding between the company, its representatives, Operators, customers and the community; promptly resolving disputes; ensuring all customers are treated fairly; while acting to protect the interest of the company at all times
- Taking immediate and strict action to address, resolve or report occasional instances of theft, vandalism or non-cooperation from the community
- Ensuring other organizations working on similar lines are not installing solar pumps next to our sites; flagging possible instances of competition at current or prospective sites
- Oversee the hiring and training of new Operators; ensure each Operator is handling sufficient but not excessive number of assets; allocate the assets each Operator should handle
- Working closely with each Operator on a 1:1 basis, monitoring their actions (hours they are present at the site, ensuring they are not facilitating or involved in water theft, offering services to all customers, actively mobilizing non-members to use the service, charging and recording the correct tariff, honestly and correctly recording the sales); retraining them periodically to help improve their performance; ensuring Operators are operating the service fairly and following company procedures
- Transitioning Operators from compensation as a % of sales to collections; implementing different Operator compensation models (e.g. sales percentage, fixed, etc.) to operators; overseeing the scaleup if successful of the most successful compensation mechanisms
- Removing and replacing Operators that are never present or not performing with consistently low sales throughout the year
- Coordinating with Farmer Advisory team to ensure all customers are being trained on cultivating a third season and diversifying to water-intensive high value crops
- Identifying additional revenue streams from pumping water (when not needed for irrigation), such as for use in fish ponds, mango orchards, for drinking water, filling of government tankers, or other purposes
- Devising and implementing tests of other secondary use of solar PV when pumps are not running, such as battery charging
- Experimenting with underground pipes and other water distribution methods
- Motivating the community members to shift to online / mobile transactions instead of cash
- Support with introduction of selling of seeds, organic fertilizers and pesticides made through farmer advisory and other inputs to our customers (if we decide to add this vertical in the future)
- Oversee sales of other products from partner companies to our customers (sprinklers, drip irrigation, mini green house, etc.) (if we decide to add this vertical in future)
- Exerting authority on Sales Assistants to reach their targets and their own KPIs, if required
- Providing the management with weekly updates and monthly progress reports, insights and opportunities to expand the business
- Performing any other duties as assigned from time to time by management.

## Qualifications & Skills

- 3-4 years of relevant professional experience in business in rural India
- Master's degree in Sales & Marketing, Agribusiness, Commerce, or other relevant discipline
- Proficiency with computers; ability to understand data in MS Excel and PPT and use Google Sheets
- Native fluency in Hindi (verbal and written); knowledge of English is a plus, but not required

- Excellent active listening skills; confident communicator with good persuasion and capacity building activities and tact
- Ability to motivate, coach and influence others
- Well organized with good documentation and reporting skills
- Entrepreneurial, motivated, and self-starting candidate
- Street-smart with the ability to solve problems effectively
- Very well organized with good documentation and reporting skills
- Knowledge of agriculture, field and horticultural crop cycles will be a significant advantage
- A good team player, with ability to work independently with minimal supervision
- Willing to interact frequently with customers and travel long distances
- Track record of producing results on time in a fast-paced environment
- Ability to work within a multidisciplinary, international team with sensitivity and respect for diversity
- Curiosity, team spirit, commitment and passion about the social and environmental challenges that drive Oorja's work
- Valid driver's license and ownership of a motorcycle.

## What We Offer

- A highly enthusiastic, self-driven international team
- A melting pot of diverse talents – development professionals, researchers, engineers, farmers, scientists and community mobilisers
- Competitive remuneration package
- Interesting field of work where you will build your understanding of solar technology and the development sector
- Close mentorship for career development
- A flat and open work culture and friendly work environment
- Experience and responsibility at an award-winning company in the renewable energy and agri- tech industries, among the fastest-growing segments of the global economy
- The chance to make a difference and to help improve people's lives.

## How to Apply

If this opportunity appeals to you, please send your application by filling the brief online application form before **8 December 2023** here – [www.oorjasolutions.org/apply-now](http://www.oorjasolutions.org/apply-now)

## Equal Opportunities and Non-Discrimination Statement

Oorja Development Solutions India Private Limited is an equal opportunity employer that values and respects the importance of a diverse and inclusive workforce. It is the policy of the company to recruit, hire, train and promote persons in all job titles without regard to religion, race, caste, gender, place of birth, sexual orientation, marital status or disability status. Oorja endeavours to provide a safe, diverse and comfortable workplace. Oorja will not adversely discriminate, and prohibits other adverse discrimination at the workplace, against any person on its premises, whether that person is in its employment or otherwise. If you can contribute to our organisation, you are welcome, regardless of your roots, religion, age or gender.