

Sales and Marketing Associate

Full-time | Business Development Team

Base Location: Nanpara, Bahraich District, Uttar Pradesh

Reporting Line: Area Head

Start Date: ASAP



About Oorja

Oorja (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 productive-use 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 to meet energy needs on their farms. Oorja wants to close this gap. We finance, install and maintain decentralised solar energy infrastructure for community use. We use these assets to sell affordable and reliable solar irrigation and milling services on a pay-per-use basis to smallholder farmers, without any upfront cost to them. We also offer offline and digital advisory services to strengthen climate adaptation and resilience amongst farmers. We operate in rural areas of northern India where farmers are currently reliant on polluting and expensive diesel motors for their energy needs and have ambitions to scale up our unique solution globally.

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 investors and partners in this mission are:



Role Background

Oorja is seeking a Sales and Marketing Associate to gather large volumes of leads across multiple channels and support the expansion of the core business in new villages and districts, as part of the Business Development Team. This is a 100% field role and candidates with an agricultural or rural background originating from UP or Bihar will be preferred. You should bring a minimum of 1-2 years of experience working with rural and/or low-income customers, as well as be adept at using a smartphone. You will be stationed in multiple locations across Eastern UP and be expected to travel to cover all of our sites. Your primary responsibilities will be to gather leads for new solar irrigation sites, for which you will need to create and maintain reference/contact lists of potential lead farmers, conduct potential site visits and sessions in new areas, network with local organizations, distribute rural marketing materials, and investigate leads from social media and online channels. You should be comfortable having daily touch points with groups of farmers, as well as coming up with innovative approaches to marketing our services. You should own a motorcycle or scooty and have a valid driver's license. You will be joining a dynamic and international team working together to make a difference to farmers' income and well-being.

Roles & Responsibilities

As a Sales and Marketing Associate, you will be expected to serve a key role within our Business Development team. Your responsibilities include, but are not limited to:

Lead Sourcing

- Using all available internal and external networks to conduct outreach to potential lead farmers in new villages and districts.
- Capturing and recording leads from WhatsApp Business and other social media channels.
- Distributing marketing materials and pitching the service to new customers both in person as well as over the phone.
- Meeting with local NGOs and partners and collaborating with them to generate leads.
- Assisting in the creation and implementation of new lead sourcing strategies (college ambassadorship, newspaper marketing, etc.)

Lead Investigation

- Preliminarily screening lead sites for red flags via lead farmer interviews.
- Assisting the Business Development Team in site identification, as well as all relevant processes.
- Conducting both random visits as well as visits to potential sites identified by lead sourcing strategies, to assess the potential for business expansion.

Project Management

- Organizing and collecting data for leads, performing basic screening and data capture functions using Kobo Toolbox, Ms Excel, Google Sheets, etc.
- Providing timely updates to the team on the lead pipeline, as well as assist with the assignment of leads to different team members.
- Evaluating and implementing strategic changes to the lead approach in order to maximize output.

Qualifications & Skills

- Minimum 2 years of relevant professional experience in business in rural India
- Sales and mobilization skills, or willingness to learn on the job
- Experience with marketing products or services to farmers in semi rural/rural areas
- Experience with traditional telephone sales/customer outreach as well as CRM tools
- 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 abilities
- Well organized with good documentation and reporting skills; ability to coordinate large groups of people
- Street-smart with the ability to solve problems effectively
- Curiosity, team spirit, commitment and passion for the social and environmental challenges that drive Oorja's work
- Valid driver's license and ownership of a motorcycle (laptop preferred but not required).

What We Offer

- A highly enthusiastic, driven and ambitious 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, sustainable agri-food systems 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 opportunity 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 **15th September 2024** here – 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 endeavors 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 organization, you are welcome, regardless of your roots, religion, age or gender.