



Pure and Just Co.

Pure and Just Company Ltd.  
P.O. Box 1209, Cantonments  
Accra, Ghana

## **CALL FOR APPLICATIONS - SALES LEAD**

**Closing Date :** Wednesday 9th October 2024

**Location:** Nsawam, Ghana

**Target Start Date:** November 2024

### **Background**

At Pure and Just we work to catalyse African potential through climate-smart agribusiness. Our flagship brand is Yvaya Farm Dried Fruit – a brand that seeks to make snacking on Ghana's delicious, all-natural, tropical dried fruit a global norm. We strive to be a purpose driven business; generating sustainable income for those we work with, supporting healthy development of mind and body, and having a positive impact on the environment. Please visit our website ([www.yvayafarm.com](http://www.yvayafarm.com)) to learn more about who we are and what we do.

### **What you'll do:**

As the National Sales Lead at Pure and Just, you will be responsible for developing and executing a sales strategy to achieve sales and revenue targets and expand our market presence. You will lead sales, manage inventory, liaise with manufacturing and QA departments, handle order fulfilment, and you will build and nurture key customer relationships to drive business growth.

- **Sales Strategy:** Develop and implement a comprehensive sales strategy that aligns with the company's goals and objectives.
- **Customer Relationship Management:** Build and maintain strong relationships with key customers, distributors, and partners.
- **Revenue Growth:** Set ambitious sales targets and KPIs, monitor performance, and take proactive measures to ensure consistent revenue growth.
- **Revenue Collection:** Track due revenue and ensure timely collection / receipt of due payments. Prepare statements of accounts and liaise closely with finance departments from B2B clients.
- **Market Analysis:** Stay updated on market trends, competitor activities, and customer preferences to identify new opportunities and threats.
- **Product Knowledge:** Develop an in-depth understanding of our product portfolio and effectively communicate its features and benefits to customers.
- **Sales Reporting:** Prepare regular sales reports and forecasts to track progress and identify areas for improvement.
- **Cross-functional Collaboration:** Collaborate closely with production and supply chain



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teams to ensure seamless operations and product availability.

- **Budget Management:** Manage the sales department budget effectively, optimising resources for maximum ROI.
- **Compliance:** Ensure all sales activities and processes comply with industry regulations and company policies.

### **What we're looking for:**

#### **Education/ Training/ Certifications/Experience**

- Bachelor's or Master's in Business Administration, Marketing, Communications, or a relevant degree
- Minimum 2 years working experience in project management or sales
- Experience in food industry and specifically developing and leading sales strategy *highly valued*

#### **Competencies/Personal Attributes**

- Demonstrated high competency as a writer in English
- Excellent written and verbal communication skills
- Proficiency with MS Office and the Google Suite (esp. Google Spreadsheets and Google Docs)
- Demonstrated experience and proficiency in report writing
- Ability to collect, analyse, and build strategy around sales and market data
- Passionate about bringing ideas to life and getting satisfaction from seeing a job not just done, but also *well done*.
- A self-starter that understands how to work collaboratively and takes initiative to identify challenges and solutions.
- Ability to thrive in a dynamic environment where the job can be a little different everyday.

### **Why Work with Us?**

We are a committed, dynamic start-up in the ever-growing agribusiness sector in Ghana. Working with us will be a rigorous experience that offers you plentiful networking and learning opportunities in both local and international markets.



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Due to the nature of our work, funded travel outside of Accra is a possibility. We are a hard-working, motivated team committed to supporting the personal and career development of all team members and aim to give people the space and responsibility to grow.

The work week will typically be Monday – Friday, but you should have flexibility to assist with specific projects or events on weekends. We look forward to welcoming a new person to our team.

### **Compensation:**

- During 3 month probation: gross salary of Ghs 3,520/month
- After probation: gross salary of Ghs 3,520/month with commission structure up to Ghs 2,500 (up for discussion) (opportunity for promotion and salary increase after one year)
- Personal Health Insurance Coverage
- Group Life Insurance

### **How to Apply**

If you are interested in applying for this position, kindly click on this link to apply: <https://forms.gle/Grq1iQwahAFchUn56>. You will be required to answer a few questions and share your CV. While we thank all applicants for their interest, only those selected for interviews will be contacted.

Pure and Just Company Ltd provides equal employment opportunities to applicants regardless of their race, colour, religion, age, sex, sexual orientation, gender identity, national origin, protected veteran status, disability, parental or marital status, socio-economic status or any other factors prohibited by law.

***You will need to provide a work reference that we can contact for a 20 min call.***

*(See final page for application questions.)*



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### **Application Questions:**

You will need to provide responses to the following questions as part of your application. Your answer should be a maximum of 150 words.

1. Can you describe your experience in managing a team and / or project? Preference for experience in the food industry, particularly in dried fruit or a similar market?
2. What strategies have you employed to successfully increase sales and market share in your previous roles?
3. Can you provide an example of a time when you successfully managed a crisis or addressed a challenging situation in a work context?
4. How do you stay informed about industry trends and changes, and how do you use that information to stay ahead in the market?
5. Can you share an example of a successful negotiation you led with a key client or partner?
6. Please provide a reference we can contact to inquire about your work experience.

**Please apply through the following link: <https://forms.gle/Grq1iQwahAFchUn56>**

*You will need to respond to application questions and submit your CV.*