



Clean Technology Hub
energy innovation centre

Sales and Marketing Executive

The Company

Clean Tech Hub is a pioneering hybrid hub for the research, development, demonstration and incubation of clean energy technologies in Africa, and their validation for commercial stage development. It is an early start-up incubator for inventions and innovations in clean energy, a consultancy for sustainability and energy efficiency solutions for organizations, and a driver of clean energy investment into Africa. Clean Tech Hub is focused on addressing Africa's energy poverty, increasing energy access through clean, renewable energy and sustainability.

Position Summary

Clean Tech Hub is seeking a **Sales and Marketing Executive** who is dynamic and results-oriented to join our team. The ideal candidate will have a passion for clean energy and a proven track record in sales and marketing within the renewable energy sector. This role involves developing strategies to drive customer engagement, increase market share, and promote our clean energy solutions. develop, implement, oversee and align CTH operations/programs with business objectives.

Responsibilities

- **Sales Strategy Development:**
 - Develop and implement comprehensive sales strategies to achieve revenue targets for CTH's hub services, accelerator and incubator programs, and solar lamp distribution.
 - Identify new business opportunities and markets to expand our reach and impact.
- **Marketing Campaigns:**
 - Design and execute marketing campaigns to promote our services and products, with a focus on community engagement and empowerment.
 - Utilize digital marketing, social media, and traditional marketing channels to enhance brand visibility and drive customer engagement.
- **Partnership Development:**
 - Build and maintain relationships with key stakeholders, including government agencies, and corporate partners.

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- Identify and pursue partnership opportunities that align with our mission and enhance program effectiveness.
- **Sales Support and Reporting:**
 - Provide ongoing support to sales teams, including training, resources, and customer relationship management.
 - Monitor and report on sales performance, market trends, and customer feedback to inform strategy adjustments.
- **Program Development:**
 - Assist in the development and refinement of accelerator and incubator programs aimed at fostering innovation in climate solutions.
 - Work with internal teams to ensure the successful execution of programs and services.

Qualifications:

- Bachelor's degree in Business, Marketing, Environmental Science, or a related field.
- 3+ years of experience in sales and marketing, preferably in the clean energy or renewable energy sectors.
- Strong understanding of renewable energy technologies and market trends.
- Excellent communication and interpersonal skills.
- Proven ability to develop and implement successful marketing strategies.
- Proficient in CRM software and marketing tools.
- Ability to work independently and as part of a team.

Essential Knowledge and Requirements

- A strong commitment to Clean Tech Hub's mission and objectives.
- At least 3-5 years of proven experience in sales and marketing, preferably in the clean energy or sustainability sectors.
- Deep understanding of energy access issues and environmental sustainability.
- Demonstrated success in developing and executing marketing strategies that drive sales growth.
- Proven ability to build and maintain relationships with clients and stakeholders.
- Exceptional communication skills, both written and verbal, with an analytical approach to problem-solving.
- Proficiency in CRM software and marketing tools, along with advanced skills in data analysis and performance metrics.
- Ability to work independently, multitask, and manage time effectively in a fast-paced environment.

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Who You Are

- A self-starter with a proactive approach to tasks, capable of working independently and collaboratively.
- You embrace new challenges and are comfortable with ambiguity in a dynamic work environment.
- You possess a strong ability to build relationships and influence stakeholders.
- You are curious, innovative, and committed to delivering results on time.
- You have excellent command of English, both spoken and written, with strong presentation skills.

Join us at the forefront of sustainable development. As a Sales and Marketing Executive, you will play a crucial role in promoting impactful clean energy solutions and shaping the future of energy access in Africa.

Interested and qualified candidates should apply [here](#).