



## JOB VACANCY FOR THE POSITION OF SALES & MARKETING COORDINATOR

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### I. Background

Mister Roof Ltd is a private company based in Rwanda dedicated to providing high-quality roofing products, expert advice, and certified labor in accordance with industry standards.

We are seeking a dynamic, innovative, and experienced individual to join our team as **Sales & Marketing Coordinator**. This role is crucial in coordinating the company's sales efforts, supporting marketing initiatives, and fostering strong relationships with clients and strategic partners.

### II. Position Overview

Under the direct supervision of the **Chief Executive Officer (CEO)**, the **Sales & Marketing Coordinator** plays a pivotal role in supporting sales operations, enhancing customer experiences, coordinating marketing activities, and building strategic partnerships. The role requires exceptional communication, organization, and coordination skills to contribute to the company's overall growth and market presence.

### III. Main Responsibilities

#### a) Sales Coordination

- Prepare weekly sales dashboard reports detailing new leads, prospecting efforts, and closed deals.
- Ensure daily updates of the CRM (Odoo) system, verifying prospect data and logging key information received from sales representatives.
- Coordinate technical site visits, designs, quotations, and submission of documents to relevant departments.
- Maintain a comprehensive and organized filing system for customer files and sales-related documentation (site visit reports, plans, BoQs, quotations, etc.).
- Track and record closed deals from prospection efforts for bonus calculation purposes.
- Organize monthly sales meetings to gather feedback, discuss trends in the construction market, and share updates from the field.

#### b) Marketing Coordination

- Coordinate weekly marketing meetings: prepare agenda, facilitate discussions, assign action items, and follow up on execution.
- Manage the company's digital library of photos and videos by collecting and storing content from events and campaigns.
- Support contact collection and database growth for newsletters and email marketing.
- Gather and analyze customer feedback to enhance customer satisfaction and improve service delivery.

**Mister Roof Ltd.**

TIN N° 119 921 188 / MTN CENTER, Nyarutarama, Kigali, Rwanda  
Tel: (+250) 791702553; [www.mister-roof.com](http://www.mister-roof.com) ; [info@mister-roof.com](mailto:info@mister-roof.com)



### c) Partnership Development

- Identify and pursue strategic partnerships with developers, architects, engineers, suppliers, government agencies, and other stakeholders.
- Monitor partnership performance and conduct periodic reviews to optimize outcomes.
- Explore cross-industry collaboration opportunities to enhance the company's reach and service offering.

## IV. Qualifications & Skills Requirements

### 1. Qualifications and Experience

- Bachelor's degree in **Business Administration, Marketing, Public Relations**, or any related field.
- Minimum of **three (3) years** of professional experience in sales and/or marketing role.

### 2. Knowledge and Technical Skills

- Solid knowledge of sales principles and customer relationship management practices.
- Good understanding of marketing strategies, particularly digital marketing and content creation.
- Proficient in Microsoft Office Suite, Google Workspace, and digital marketing tools.
- Familiarity with CRM systems (Odoo preferred).
- Basic knowledge of project management and coordination techniques.

### 3. Required Competencies

- Strong communication, interpersonal, and presentation skills.
- High level of creativity, innovation, and initiative.
- Strong organizational and time management skills.
- Flexibility, open-mindedness, and emotional intelligence.
- Team-oriented with strong leadership and problem-solving abilities.
- Ability to work under pressure and manage multiple priorities.

## V. Application Procedure

Qualified candidates are invited to submit the following documents:

- Application letter
- Updated Curriculum Vitae (CV)
- Copies of academic certificates and transcripts
- Copy of national identification
- Work certificates and 3 recommendation letters

Applications can be submitted by email to: **info@mister-roof.com**

**Deadline for submission:** Sunday, 05<sup>th</sup> October 2024 by **5:00 PM**

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