

**HUSTLE FOR HUMANITY GAMBIA &
AYARA FOUNDATION SWITZERLAND**
PLASTIC LOOP GAMBIA

Advancing Plastic Waste Management Through Circular Economy Approaches

STAFF RECRUITMENT ADVERTISEMENT

(Recruitment in anticipation of donor approval)

Sales and Marketing Manager

Location: Project Sites

Employment Type: Full-Time Contract

Duration: 12 months, renewable depending on performance and project funding availability

Remuneration: Competitive, commensurate with qualifications and experience

Reports To: Local Project Lead / Project Manager

ABOUT THE PROJECT

Hustle for Humanity Gambia (HFH-G) and Ayara Foundation Switzerland are pleased to announce the anticipated recruitment of qualified and motivated Gambian professionals for Plastic Loop Gambia, a project entitled “Advancing Plastic Waste Management Through Circular Economy Approaches”. The initiative turns plastic waste into useful products, creates jobs and raises local economic value through collection, recycling, manufacturing and community engagement in the Greater Banjul Area. It supports the government's ongoing commitment to environmental sustainability and public health, and will operate as the country's second organised plastic waste collection point, strengthen stakeholder awareness of sustainable waste management, and generate livelihood opportunities for vulnerable groups.

This initiative is currently pending final approval and funding from our donors. Recruitment will proceed only upon formal approval and disbursement of funds. Only shortlisted candidates will be contacted for an interview.

JOB PURPOSE

The Sales and Marketing Manager will lead the sales efforts to drive the adoption of circular economy products and services developed under the project. This role requires a strategic thinker with strong sales expertise, excellent stakeholder management skills and a passion for sustainability and environmental impact.

KEY RESPONSIBILITIES

- Develop and implement sales strategies to promote circular economy solutions, including recycled plastic products and related services.
- Identify and engage potential clients and partners, such as manufacturers, retailers, municipalities and recycling companies.
- Build and maintain strong relationships with key stakeholders to expand market reach and support project goals.
- Collaborate with marketing and project teams to design customer-focused sales campaigns and materials.
- Monitor market trends, competitor activities and customer feedback to refine sales approaches.
- Prepare and present sales reports, forecasts and performance metrics to project management.
- Negotiate contracts and sales agreements in alignment with project objectives.
- Represent the project at conferences, meetings and industry networking events.
- Support awareness-building on circular economy benefits and plastic waste reduction among clients and the broader community.

Sales Responsibilities

- Develop and implement sales plans and strategies
- Identify and pursue new business opportunities
- Generate leads through networking, referrals, research, and marketing campaigns

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- Contact prospective customers and present products or services
- Prepare quotations, proposals, tenders, and sales presentations
- Negotiate prices, contracts, and payment terms within approved limits
- Meet agreed sales targets and revenue objectives
- Maintain accurate records of prospects, customers, sales activities, and results
- Follow up on leads, quotations, orders, and customer inquiries
- Monitor sales performance and prepare regular reports
- Build and maintain long-term relationships with customers
- Coordinate with finance, logistics, and customer service teams to ensure timely delivery

Marketing Responsibilities

- Develop and implement marketing plans and campaigns
- Conduct market research to identify customers' needs, trends, competitors, and opportunities
- Promote the organisation's products, services, and brand
- Manage advertising, promotions, events, exhibitions, and public relations activities
- Develop marketing materials, including brochures, presentations, flyers, newsletters, and digital content
- Manage social media, email marketing, and other digital marketing channels
- Monitor campaign performance
- Ensure that all marketing activities comply with organisational policies and brand guidelines
- Recommend new products, services, pricing strategies, and market segments
- Gather and analyse customer feedback to improve products and services

Customer Relationship Management

- Maintain regular communication with existing and potential customers
- Respond promptly and professionally to customer inquiries and complaints
- Ensure high levels of customer satisfaction and retention
- Manage customer accounts and maintain an up-to-date customer database
- Identify opportunities for repeat business, cross-selling, and up-selling
- Conduct customer visits and satisfaction assessments

Team and Operational Management

- Lead, supervise, and motivate the sales and marketing team
- Set individual and team targets
- Allocate territories, accounts, and responsibilities
- Train staff on sales techniques, products, customer service, and marketing procedures
- Conduct performance reviews and provide coaching
- Prepare and manage the sales and marketing
- Coordinate with senior management on business growth plans
- Review team reports and take corrective action when necessary

Reporting and Analysis

- Prepare weekly, monthly, quarterly, and annual sales and marketing reports
- Track key performance indicators, such as
 - Sales Revenue
 - Number of new Customers
 - Conversation rate
 - Customer retention
 - Market share

- Campaign performance
- Profit margins
- Analyse sales trends and recommend improvements
- Forecast future sales and market demand
- Report challenges, risks, and opportunities to management

The duties outlined above represent the primary functions of the role but are not exhaustive. The position may require additional responsibilities and special projects as assigned by management.

QUALIFICATIONS AND EXPERIENCE

- Master's degree in Business Administration, Environmental Science, Marketing or a related field.
- Proven experience (minimum 5 to 8 years) in sales, preferably in waste management, recycling, sustainability or related sectors.
- Strong understanding of circular economy principles and plastic waste challenges.
- Excellent communication, negotiation and interpersonal skills.
- Ability to work independently and as part of a multidisciplinary team.
- Results-driven mindset with a proven track record of meeting sales targets.
- Familiarity with local and international environmental regulations and standards is an advantage.
- Proficiency in English and relevant local languages, and MS Office tools.

COMPETENCIES

- Strategic thinking and planning.
- Customer relationship management.
- Networking and stakeholder engagement.
- Presentation and persuasion skills.
- Problem-solving and adaptability.
- Passion for sustainability and environmental protection.
- Good negotiation skills
- Good at multitasking and organisation

COMPLIANCE AND PROFESSIONAL CONDUCT

- Follow organisation policies, procedures, and ethical standards
- Protect confidential customers and company information
- Ensure accurate and transparent sales documentation
- Comply with relevant laws, regulations, and contract requirements
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TYPICAL QUALIFICATIONS AND SKILLS

- Degree or diploma in Marketing, Business Administration, Sales, Communications, or a related field
- Relevant experience in sales, marketing, business development, or customer relations
- Strong communication, negotiation, presentation, and interpersonal skills
- Good knowledge of marketing and customer relationship management tools
- Ability to analyse data and prepare reports
- Good planning, organisation, and time-management skills
- Target-driven, proactive, and results-oriented approach
- Ability to work independently and as part of a team
- Computer literacy, including Microsoft Office and digital marketing platforms

WORKING CONDITIONS

- Office-based position with occasional travel to project sites and partner locations.
- Standard working hours (8 am to 5 pm) with possible extended hours during peak project periods or audits, including weekends and public holidays.

HOW TO APPLY

Interested candidates are invited to visit the website <https://www.plasticcircles.com> to submit their updated CVs and cover letters detailing their suitability for the anticipated positions to plasticloopgambia@gmail.com on or before 15th November 2026.

Hustle for Humanity Gambia is carrying out this recruitment as the local implementation lead, in partnership with Ayara Foundation Switzerland as the international programme lead.

Hustle for Humanity Gambia and Ayara Foundation Switzerland are equal opportunity employers that value diversity. Women and candidates from underrepresented groups are strongly encouraged to apply.