



Nyamata Across from Hilton Inn, Bugesera District, Rwanda | HAMAGARA 2460 KU  
BUNTU | [info@earthenable.org](mailto:info@earthenable.org) | [www.earthenable.org](http://www.earthenable.org)

## **JOB DESCRIPTION: DISTRICT COORDINATOR/JUNIOR DISTRICT MANAGER/DISTRICT MANAGER**

**Company:** EarthEnable Rwanda  
**Reports to:** Regional Manager  
**Location:** Either Rwamagana, Gisagara or Nyagatare  
**Compensation:** Commensurate with experience (RWF 300-600K gross, or RWF 200-400K net); see competency matrix [here](#) that we use to determine levels. We are open to hiring either a District Coordinator, a Junior District Manager, or a District Manager. The candidates' starting level will be assessed during the interview process.

**Timeframe:** Open-ended

**How to Apply:** [Click on this link](#)

**Closing Date:** September 30th, 2023

### **Who We Are**

At EarthEnable, we believe that our clients deserve our very best, that the best ideas can come from any part of the company, and that failure is necessary for success. We celebrate each other's wins, learn from our setbacks, and are deeply proud of the impact we make every day. We believe that a clean, dust-free home means more than good health. It means pride and dignity in the place our customers most treasure: their homes. Being a part of our team means more than building housing products: it means building an organization and building a better future for rural families.

### **What We Do**

EarthEnable is transforming the way people live, by making homes healthier for families across rural Rwanda and Uganda. 65% of Rwandans and Ugandans live in homes with dirt floors which are dusty, unsanitary, and fertile breeding grounds for parasites and germs. While replacing a dirt floor with concrete has significant health benefits (e.g. reducing diarrhea by 50% and parasitic infections by 80%), concrete is unaffordable for many who need it.



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EarthEnable addresses this pressing and ubiquitous problem by selling high-quality, earthen housing products that are 80% cheaper than concrete equivalents with 90% less embedded energy. Earthen construction is already prevalent in modern homes across the world, and we have innovated on distribution models that make our products ultra-affordable. EarthEnable trains and certifies local franchisees to install our products which are sealed using our proprietary drying oil that makes them waterproof, strong, and polished.

### **About the Role**

This role is for a person who is passionate about coaching and supporting new entrepreneurs to be successful franchisees. Your duties and responsibilities will include, but not be limited to, the following:

#### **1. Recruit and develop franchisees**

- Network in rural areas in order to identify new potential franchisees
- Recruit and screen potential franchisees \*
- Train and coach franchisees on business, construction, and sales so that they can achieve their targets
- Identify the training gaps for franchisees and district teams and develop their skills
- Monitor and analyze the performance of franchisees
- Manage and support the certification process for franchisees\*

#### **2. Generate demand**

- Develop strong collaborative relationships with Government (especially local leaders) and communicate with them professionally
- Create relationships with local NGOs to be able to obtain more institutional contracts \*
- Partner with cooperatives and other institutions to support customers to be financed over time \*
- Develop and execute marketing strategies such as advertising, door-to-door, and others so that we can increase our sales

#### **3. Ensure Quality**

- Develop franchisees to ensure that they know the best quality and ensure they deliver and maintain good customer service\*



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- Develop and follow up standard quality measures to ensure franchisees are in line with quality\*
- Ensure that our customers are satisfied with our services by regularly doing checks referring to the Salesforce data analysis \*

#### 4. Administration

- Prepare franchisee timesheets and follow up on their payments on time
- Ensure accuracy in inventory management and stock counts \*
- Ensure your data in Salesforce is accurate and updated frequently \*
- Support the finance team during district budgeting sessions and to ensure your finances are in good order \*
- Ensure your district meets your KPI targets

#### 5. Team management

- Give support, guidance, and mentoring required to both franchisees and district team so that they can handle their responsibilities
- Work hand in hand with your district supporter to support you in accomplishing your objectives
- Ensure success by maintaining a culture of accountability \*
- Keep a flexible schedule, to address many issues that arise unexpectedly
- Conduct frequent check-ins with your district team and franchisees
- Raise concerns and feedback that may prevent you from meeting your goals promptly to senior management

#### Qualifications

- Enjoys fieldwork in rural settings
- Can drive a motorcycle or is willing to learn within 6 months of starting the job
- Organized and able to manage multiple projects, using technology when appropriate
- Detail-oriented and able to keep track of inventory
- Fast learner and pushes themselves to learn new technologies and skills on the job
- Able to coach and train franchisees in developing business skills and technical skills
- Strong communicator and skilled at developing partnerships with external stakeholders (e.g. the local government, local NGOs, etc.)
- Fluent in Kinyarwanda, conversational in English



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- Aligned with EarthEnable's core values
  - Take pride in our impact on health. Work passionately to change the way people live.
  - Set the bar for customer care. Exceed their expectations every step of the way
  - Work hard and work together to achieve our most ambitious goals and dreams
  - Be resourceful and responsible with money; our impact depends on it
  - Treat everyone with the fairness, empathy, and concern with which we expect to be treated. Celebrate diversity while building a culture of inclusivity
  - Trust each other to have the humility to support and the vulnerability to be supported
  - Relentlessly innovate to do what's never been done; embrace risk and failure as a way to learn, evolve, and create more impact
- Experience in field-based roles, sales, project management software (Salesforce and Asana), coaching/training, and construction is a plus, but not required

**Please note:** Women are encouraged to apply and only shortlisted applicants will be contacted.