



**AFRICAN CHRISTIAN UNIVERSITY**  
*Growing in Grace and Knowledge*

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## **EMPLOYMENT OPPORTUNITY**

**Job Title: Sales Representative**

**Type Of Employment: Full-time (Fixed term contract)**

**Location: Lusaka**

**Immediate Supervisor: Farm Manager**

### **Background**

The African Christian University (ACU) is established under the auspices of the Reformed Baptist Churches of Zambia to provide tertiary education to glorify God in the African context. ACU is committed to a holistic, life-transforming Christian higher education. This vision is pursued through excellence in scholarship, mentoring, and training for servant-leadership through the student labour program, all rooted in a biblical worldview. ACU aims to produce graduates who are able to bring biblical discernment to all disciplines, as well as excellence and a stewardship mindset to all areas of professional practice.

ACU's Njolwe Farm is an emerging small farm enterprise specializing in high-value crops such as cucumbers, colored peppers, and cherry tomatoes. Rooted in a Biblical worldview, we prioritise sustainable and ethical farming practices, striving to be good stewards of the land God has entrusted to us. Our goal is to supply fresh, high-quality produce to local and regional markets, reflecting our commitment to excellence and integrity in all aspects of our work. As part of our growth, we are looking for an experienced and driven Sales Representative to join our team and help us establish a strong market presence, contributing to the flourishing of both our business and the communities we serve.

### **Our Core Values**

In carrying out its vision, ACU is committed to the following core values:

- Biblical worldview (living the Word)
- Lordship of Jesus Christ
- Authority of Scripture
- Reformed in theology
- Excellence in scholarship
- Commitment to mentorship
- Whole-life transformation

- Christ-like servant leadership
- Relevance to African context

### **Scope of the Role**

The Sales Representative will be responsible for managing sales operations, market expansion, customer relations, administrative duties, and overseeing the consistency of deliveries. This role requires a detail-oriented, customer-focused individual who thrives in a dynamic environment and is passionate about bringing farm-fresh produce to market efficiently.

### **Key Responsibilities:**

#### **1. Sales Operations:**

- Develop and implement sales strategies to increase revenue from our high-value crops.
- Monitor market trends and competitor activity to adjust sales strategies effectively.
- Prepare and manage sales forecasts and performance metrics to achieve sales targets.
- Collaborate with the farm management team to ensure the best-selling practices and packaging are aligned with market demands.

#### **2. Market Presence and Expansion:**

- Build and maintain strong relationships with retail partners, wholesalers, and distributors.
- Identify and target new market opportunities to expand the farm's reach.
- Design and execute marketing campaigns to promote the farm's products.
- Develop and maintain an online presence, including the farm's website and social media channels, to build brand awareness.
- Coordinate promotional events and partnerships to increase visibility and product sales.

#### **3. Customer Relations:**

- Serve as the main point of contact for customers, ensuring excellent communication and customer service.
- Resolve customer complaints and issues promptly and professionally.
- Gather customer feedback to improve products and services, ensuring customer satisfaction and repeat business.
- Manage client orders and follow through to ensure timely deliveries.

#### **4. Administrative Responsibilities:**

- Maintain accurate sales records and customer databases.
- Ensure that the necessary administrative processes are in place for smooth operations, such as inventory tracking, invoicing, and order management.
- Work closely with the finance team to manage pricing strategies, margins, and profitability.
- Produce operational reports, weekly and monthly (and as may be required).
- Maintain administrative farm records such as labour, purchasing of farm inputs and record keeping.

#### **5. Supply Chain and Delivery Management:**

- Oversee weekly deliveries of farm produce to ensure consistency in the supply chain.
- Coordinate with logistics to ensure timely and reliable delivery schedules.
- Maintain inventory levels to avoid product shortages or surplus.
- Ensure proper packaging and quality control of produce before dispatch.

#### **Qualifications:**

- Certificate or diploma in Marketing, Business Administration, Agriculture, or related field (or equivalent experience).
- Proven experience (1 year minimum) in marketing, sales, or customer relationship management, ideally in agriculture or food industries.
- Strong understanding of sales operations and marketing strategies for fresh produce.
- Excellent communication, negotiation, and interpersonal skills.
- Experience with CRM tools, social media marketing, and other digital marketing platforms.
- Ability to handle multiple tasks, prioritize effectively, and manage time efficiently.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint) and knowledge of inventory management systems.
- Strong problem-solving skills and the ability to think strategically and adapt to changing market conditions.
- Valid driver's license.

#### **Preferred Skills:**

- Experience in agriculture or farm-to-market operations.
- Knowledge of sustainable farming practices and high-value crops.
- Previous experience in supply chain management and delivery logistics.
- Familiarity with e-commerce platforms or online sales strategies.
- Ability to drive an added advantage.

**Personal Attributes:**

- Self-motivated with a results-oriented mindset
- Strong organizational and multitasking skills
- Customer-centric approach with an ability to build long-term relationships
- Ability to work independently and as part of a small, collaborative team.
- Detail-oriented with a focus on accuracy and consistency.

**Interested Candidates should address their applications with a cover letter, testimony of faith and detailed CV and all relevant academic and professional qualifications to:**

**Attn: The Human Resources Director**

**African Christian University**

**P.O. Box 320161**

**LUSAKA, Zambia**

**Email: [human.resources@acu-zambia.com](mailto:human.resources@acu-zambia.com)**

Closing date for receipt of applications: **13<sup>th</sup> May 2025**

**NOTE: Only successful candidates will be contacted.**