

JOB OPPORTUNITY: SALES & MARKETING MANAGER

Cleaning Africa Services (Pty) Ltd

Location: Johannesburg

Employment Type: 36 Month Contract

Industry: Contract Cleaning & Hygiene Services

Cleaning Africa Services is looking for an experienced, commercially driven and results oriented Sales & Marketing Manager to join our management team and take responsibility for driving the Company's sales, business development and marketing activities.

This is a senior sales and management position, not a junior sales or general marketing role. We are looking for an individual with strong industry knowledge, established commercial relationships and a proven track record of successfully selling contract cleaning services. The successful candidate must understand the contract cleaning industry, know how cleaning contracts are sourced and awarded, and have the ability to identify, pursue and convert opportunities into profitable business. The successful candidate will also be responsible for managing and developing our existing Sales & Marketing team, ensuring that the team is productive, professional, accountable and focused on achieving agreed targets.

WHAT WE ARE LOOKING FOR

We are looking for a proven sales professional and manager, preferably someone who has spent a significant portion of their career within the contract cleaning or facilities services industry. The successful candidate should have:

- Strong contract cleaning industry knowledge.
- A proven track record of selling contract cleaning services.
- Demonstrable success in securing new cleaning contracts.
- Established knowledge of the South African cleaning and facilities services market.
- Experience dealing with corporate clients and procurement departments.
- Experience dealing with property groups and facilities management companies.
- Experience with tenders and commercial proposals.
- Strong business development skills.
- Strong negotiation and closing skills.
- The ability to identify genuine sales opportunities.
- Commercial and financial awareness.
- Strong leadership and people management skills.
- The ability to manage sales targets and KPIs.
- Excellent communication skills.
- Strong organisational and administrative ability.
- The ability to work independently and take ownership of results.
- A proactive, persistent and results driven approach.

EXPERIENCE AND QUALIFICATIONS

- Minimum 5 years' relevant sales and business development management experience.
- Significant experience within contract cleaning, facilities management or a closely related industry.
- Demonstrable history of securing new contract cleaning business.
- Previous experience managing or leading a sales team.
- Experience with tenders, proposals and commercial negotiations.
- A relevant qualification in Sales, Marketing, Business Management or a related field will be advantageous.
- A valid driver's licence and own reliable vehicle are required.

KEY PERFORMANCE AREAS

Performance in the position will be measured against agreed targets and KPIs, including:

- New contract acquisition.
- Sales revenue.
- Gross margin and profitability.
- New business pipeline.

- Conversion of opportunities into contracts.
- Sales Representatives performance.
- Achievement of individual and departmental sales targets.
- Tender success.
- Client acquisition.
- Existing account growth.
- Cross selling of additional services.
- Growth of Specialised Cleaning.
- Growth of Laundry.
- Growth of E commerce.
- Growth of other Company service divisions.
- Marketing lead generation.
- Client retention.
- Quality and accuracy of sales reporting.

KEY RESPONSIBILITIES

1. Sales and Business Development

The successful candidate will take overall responsibility for driving new business for Cleaning Africa Services, including:

- Developing and implementing the Company's sales and business development strategy.
- Identifying and pursuing new contract cleaning opportunities.
- Building and maintaining a strong pipeline of prospective clients.
- Actively prospecting for new business and developing relationships with potential clients.
- Identifying opportunities within corporate, commercial, industrial, retail, property and facilities management environments.
- Building relationships with property groups, facilities management companies, procurement departments and other potential clients.
- Identifying tender and procurement opportunities relevant to the Company's services.
- Managing the complete sales process from initial prospecting through to proposal, negotiation and contract award.
- Preparing and coordinating quotations, proposals and tender submissions.
- Conducting client presentations and sales meetings.
- Negotiating commercial terms within approved Company parameters.
- Developing long term relationships with existing and prospective clients.
- Identifying opportunities to expand services within existing client accounts.
- Working closely with Operations to ensure new contracts are operationally viable and profitable.
- Ensuring proper handover of new contracts from Sales to Operations.
- Maintaining accurate sales forecasts, pipelines and reporting.
- Monitoring sales performance against agreed targets and KPIs.

2. Contract Cleaning Sales

Contract cleaning sales experience is essential. The successful candidate must be able to demonstrate a proven track record of securing contract cleaning business. The Company is not looking for someone who simply has general sales experience. We require someone who understands:

- How contract cleaning opportunities are identified.
- How cleaning contracts are marketed and sold.
- How to identify decision makers and procurement processes.
- How to prepare competitive cleaning proposals.
- How cleaning contracts are priced and structured.
- How to negotiate with prospective clients.
- How to convert opportunities into signed contracts.
- How to ensure contracts are commercially viable and profitable.

Applicants without meaningful contract cleaning industry experience and a demonstrable history of selling cleaning contracts will not be considered.

3. Sales Team Management

The Sales & Marketing Manager will be responsible for managing and developing the Company's existing Sales & Marketing team. Responsibilities will include:

- Managing the day to day activities of the Sales & Marketing Representatives.
- Setting individual and departmental sales targets and KPIs.
- Driving the team to actively identify and pursue new business.
- Monitoring individual sales pipelines and opportunities.
- Reviewing sales activity and conversion rates.
- Conducting regular sales meetings.
- Providing coaching, guidance and support to team members.
- Holding Sales Representatives accountable for agreed targets and activities.
- Developing the skills and capabilities of the sales team.
- Identifying underperformance and implementing corrective action.
- Assisting with recruitment and development of additional sales personnel as the business grows.
- Ensuring accurate and timely sales reporting.
- Ensuring opportunities and client information are properly recorded and managed.
- Creating a proactive, professional and results driven sales culture.

The successful candidate will be expected to lead from the front and will not simply manage the team from an administrative perspective. They will be expected to actively participate in business development and demonstrate the standards and behaviours expected from the team.

4. Day to Day Management and Accountability

The Sales & Marketing Manager will also be responsible for the day to day management of the department and will be expected to maintain appropriate standards of professionalism and accountability. This will include:

- Managing daily sales activities and priorities.
- Ensuring staff attendance and punctuality.
- Monitoring productivity and work output.
- Ensuring professional conduct and appropriate workplace behaviour.
- Ensuring Sales Representatives are actively engaged in business development activities.
- Managing internal sales meetings and reporting.
- Ensuring deadlines are met.
- Addressing performance issues promptly.
- Ensuring Company policies and procedures are followed.
- Creating a disciplined and productive sales environment.

The successful candidate will be expected to take ownership of the department and ensure that the Sales & Marketing team is consistently working towards the Company's commercial objectives.

5. Growth of Additional Business Divisions

Cleaning Africa Services is looking to expand beyond its traditional contract cleaning business. The Sales & Marketing Manager will therefore play an important role in developing new revenue streams and growing the Company's other service divisions, including:

- Contract Cleaning
- Hygiene Services
- Pest Control
- Specialised & One Off Cleaning
- Laundry Services
- Equipment Sales
- E commerce

The successful candidate will be expected to identify opportunities to sell additional services to existing clients while also developing new markets and customer bases for these divisions. This will include developing appropriate sales strategies, identifying target markets, establishing potential client relationships and assisting management in developing commercially viable growth opportunities.

6. Account Growth and Cross Selling

An important part of the role will be increasing the value of the Company's existing client relationships. The successful candidate will be expected to:

- Identify additional service opportunities within existing contracts.
- Introduce clients to the Company's wider range of services.
- Develop cross selling opportunities.
- Identify opportunities for contract expansion.
- Work with Operations to identify service gaps and additional requirements.
- Develop proposals for additional services.
- Strengthen relationships with key decision makers.
- Increase revenue generated from existing client relationships.

7. Marketing Management

The Sales & Marketing Manager will have responsibility for ensuring that the Company's marketing activities support its commercial objectives. Responsibilities will include:

- Developing and implementing the Company's marketing strategy.
- Managing the Company's marketing activities and campaigns.
- Ensuring the Company's website and digital presence support lead generation.
- Managing social media and relevant digital marketing activities.
- Coordinating marketing content and promotional material.
- Monitoring marketing performance and lead generation.
- Working with external marketing providers where required.
- Ensuring the Company's brand is professionally represented.
- Identifying new marketing channels and opportunities.
- Ensuring marketing activity is commercially focused and contributes to business development.

The emphasis of marketing will be on generating quality business opportunities and supporting sales, rather than marketing activity for its own sake.

8. Tenders and Proposals

The successful candidate will be responsible for identifying and coordinating appropriate tender and proposal opportunities. This will include:

- Monitoring relevant tender platforms and procurement opportunities.
- Assessing potential opportunities.
- Coordinating tender submissions.
- Working with Operations and Finance on operational and commercial requirements.
- Ensuring proposals are professionally prepared and submitted on time.
- Maintaining a tender pipeline and database.
- Tracking tender outcomes.
- Analysing unsuccessful submissions and identifying opportunities for improvement.

9. Commercial and Financial Awareness

The Sales & Marketing Manager must understand that revenue alone is not the objective profitable revenue is. The successful candidate will therefore be expected to:

- Understand contract pricing and profitability.
- Consider labour, equipment, consumables and other operational costs when developing proposals.
- Avoid pursuing business that cannot be delivered profitably.
- Work closely with Finance and Operations on commercial proposals.
- Monitor margins on new business.
- Identify commercially attractive opportunities.
- Provide management with accurate sales forecasts.
- Understand the financial implications of proposed contracts.

10. Client Relationship Management

The successful candidate will be responsible for developing strong relationships with current and prospective clients. This will include:

- Maintaining relationships with key decision makers.
- Attending client meetings.
- Conducting presentations.
- Following up on opportunities.
- Managing the sales relationship throughout the sales process.
- Assisting with major client issues where senior sales involvement is required.
- Identifying opportunities for contract growth.
- Maintaining a professional image of Cleaning Africa Services at all times.

11. Reporting and Performance Management

The Sales & Marketing Manager will provide regular management information relating to:

- Sales pipeline.
- New leads.
- New business opportunities.
- Quotations submitted.
- Tenders submitted.
- Conversion rates.
- New contracts secured.
- Revenue generated.
- Sales team performance.
- Individual Sales Representative performance.
- Marketing activity.
- Lead generation.
- Existing account growth.
- Lost opportunities.
- Forecast sales.
- Business development activities.

The successful candidate will be expected to use reporting and data to identify weaknesses, improve sales performance and hold the Sales & Marketing team accountable.

THE OPPORTUNITY

This is an opportunity for an experienced sales professional to take a senior management role within a growing South African cleaning services company and play a direct role in shaping the Company's future growth. The successful candidate will have significant responsibility and will be expected to bring industry knowledge, sales ability, leadership, commercial thinking and a strong results driven approach to the position.

We are particularly interested in candidates who can demonstrate: "I have sold contract cleaning before, I understand the industry, I know how to find the opportunities, and I know how to close the deal." If that describes your experience, we would like to hear from you.

HOW TO APPLY

Please submit your CV to: cv@cleaningafrica.co.za

Email subject: Sales & Marketing Manager

Please ensure your CV clearly sets out your contract cleaning industry experience and previous sales achievements. Only candidates with relevant contract cleaning industry experience and a proven track record of selling contract cleaning services will be considered.

Closing Date: 21 September 2026