

SALES MANAGER

Who we are:

HOPE, the Philippines' first certified B Corp, is an impact organization that has consistently been 'Best for the World.' 100% of its profits are invested in improving public school infrastructure, increasing livelihood opportunities, and enabling efforts that conserve the environment.

Launched in 2012, HOPE's mission was simple: to provide Filipinos with an easy way to vote with their peso about what was important to them. We put Education at the forefront of our movement, building much-needed public school classrooms through the sale of our flagship product, Hope in Bottle.

In 2014, HOPE branched out to livelihood opportunities through agricultural interventions with the overall goal of increasing income for smallholder coconut farmers. As of 2024, we are on track to planting 2 million coconut seedlings and we look to engage even more smallholder coconut farmers in Mindanao.

Not wanting to solve one problem by contributing to another, HOPE set an audacious goal of becoming the first Philippine brand to offset 100% of its plastic footprint, making sure we walk the talk towards a safer and cleaner planet. In the same year, HOPE also launched Aling Tindera, a waste-to-cash program that aims to divert plastic waste away from nature, provide incremental income to communities, encourage behavior change and educate the public about responsible plastic waste management.

All of these efforts come together to deliver on what we at HOPE promise – a movement leveraging the power of people to achieve great things Together.

Business for Good.

About the Role:

The **Sales Manager** will be responsible for developing and executing sales strategies to increase our market presence and drive revenue growth in both off-premise (supermarkets, convenience stores, grocery stores) and on-premise accounts (restaurants, hotels, cafes, and other establishments). The ideal candidate will have a strong background in sales, excellent relationship-building skills, and a commitment to our social mission.

Key Responsibilities:

- Develop and implement sales strategies to achieve sales targets and expand our customer base in on-premise (HORECA) accounts.
- Identify and pursue new business opportunities within the off-premise and on-premise sector who are willing to support advocacy efforts through the availability of HOPE in a Bottle and HOPE in a Box.



- Build and maintain strong relationships with key decision-makers through regular calls to discuss strategic partnership growth, client servicing and operational matters across channels.
- Conduct regular market analysis to stay informed about industry trends, competitor activities, and customer needs.
- Collaborate with the marketing team to create promotional materials and campaigns tailored to on-premise accounts.
- Work closely with the Order-to-Cash team and directly liaising with customers as deemed relevant to manage accounts receivable, ensuring timely payments and resolving any billing issues.
- Foster a collaborative team environment, working with colleagues across different departments to achieve common goals.
- Implement training and development initiatives for the sales team to discuss appropriate processes and frameworks, ensuring disciplined and sustainable performance across team members.
- Provide exceptional customer service and support to ensure customer satisfaction and loyalty for all clients including those serviced through distributors.
- Prepare and present sales reports, forecasts, performance metrics and recommended action plans to Leadership in a timely manner.
- Involvement in strategic planning initiatives and leading customer improvement projects as relevant.
- Participate in industry events, trade shows, and networking opportunities to promote our brand and products.

Requirements:

- Bachelor's degree in Business, Marketing, or a related field with demonstrated business acumen and holistic commercial understanding.
- At least 10 years proven experience in sales and field sales management, preferably in the food and beverage industry or on-premise accounts.
- Strong understanding of the beverage market and customer dynamics.
- Experience in distributor management and customer-specific account planning and management.
- Creative problem-solving skills and timely resolution of issues within a project management framework, as needed.
- Excellent communication, negotiation, training and development, and interpersonal skills.
- Ability to work in a self-organized, methodical manner, independently and as part of a team.
- Strong capability to lead a young, dynamic team towards the delivery of targets.
- Transparency and integrity in ways of working to ensure clarity, alignment and appropriate prioritization across functional teams
- Passion for social impact and commitment to our mission of building classrooms in the Philippines.
- Proficiency in Microsoft Office and CRM software.

How to Apply:

Please submit your resume with an email title with your desired position to careers@generationhope.ph. We welcome candidates who are passionate about making a difference and are committed to our mission. We look forward to hearing from you!