	<b>HUMAN RESOURCE PROCEDURE</b>	Document No.:	HR-FR-04
	<b>ADVERTS/VACANT POSITION</b>	Revision No:	5
		Effective Date:	01 Nov 2022

**VACANCY ADVERTISEMENT**  
**Sales & Marketing Manager – EV/HEV Training & QMS**

**Location:** Head Office – Rosslyn, Pretoria  
**Start Date:** 01 April 2026  
**Closing Date:** 20 March 2026 at 16h00

**About Chrisnelisa – Africa Institute of Mobility and Green Technologies (AIMGT)**  
**Chrisnelisa**, operating as the Africa Institute of Mobility and Green Technologies (AIMGT), is a specialised Electric/Hybrid Vehicle (EV/HEV) Training Centre and Quality Management Systems (QMS) solutions provider based in Rosslyn, Pretoria.

Chrisnelisa is accredited by the **Institute of the Motor Industry (IMI)** and the **Automotive Skills Development Council (ASDC)**.

As the automotive industry accelerates towards electrification, digitalisation, and smart manufacturing, Chrisnelisa is expanding its commercial division to strengthen its national footprint, corporate partnerships, and continental positioning in mobility and green technologies.

We are seeking a high-performance **Sales & Marketing Manager** to lead revenue growth, strategic partnerships, and market expansion in the EV/HEV and QMS sectors.

Position Description / Job Requirements
<p>The Sales &amp; Marketing Manager will drive commercial growth across:</p> <ul style="list-style-type: none"> <li>• EV/HEV Technical Training Programmes</li> <li>• First Responder EV Safety Training</li> <li>• Automotive Sales &amp; Workshop Technical Training</li> <li>• Quality Management Systems (QMS) Training &amp; Implementation Support</li> </ul> <p>This is a senior, target-driven role responsible for:</p> <ul style="list-style-type: none"> <li>• Sales strategy development</li> <li>• Revenue generation and enrolment growth</li> <li>• Corporate account management</li> <li>• AI-driven sales optimisation</li> <li>• Team leadership and performance management</li> </ul> <p>The successful candidate must be commercially astute, technologically aware, and passionate about the future of electric mobility, sustainability, and quality systems.</p> <p><b>Minimum Requirements</b></p> <p><b>Education</b></p> <ul style="list-style-type: none"> <li>• Matric (Compulsory)</li> <li>• Bachelor’s degree in business, Marketing, Education, Engineering, or a related field or equivalent.</li> </ul> <p><b>Experience (Essential)</b></p> <ul style="list-style-type: none"> <li>• Proven experience in <b>sales management</b>, preferably within:</li> </ul>



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- New products launch
- Automotive sector
- Technical or vocational training
- Industrial or manufacturing environments
- Strong understanding of:
  - EV/HEV technologies and training requirements
  - Automotive technical training environments
  - Quality Management Systems (QMS) and compliance training
- Experience managing corporate B2B accounts and strategic partnerships
- Demonstrated track record of meeting and exceeding revenue and enrolment targets
- Experience working in multiracial and diverse teams, with proven ability to manage and embrace workplace diversity

### AI & Digital Competency (Mandatory)

Candidates must demonstrate working knowledge of Artificial Intelligence tools in sales and marketing, including:

- AI-driven CRM systems
- Sales analytics and predictive forecasting
- Marketing automation platforms
- Lead scoring and customer behaviour analytics

The ability to leverage AI to optimise campaigns, improve conversion rates, forecast demand, and generate actionable market intelligence is essential.

### Key Competencies

- Fluent in English and at least one or two additional South African national languages (compulsory)
- Excellent communication, negotiation, and presentation skills
- Structured, organised, and detail-oriented
- Target-driven and performance-focused
- Strong leadership and team management capability
- Able to operate under pressure in a fast-paced environment
- Reliable, professional, and punctual
- Valid Driver's Licence
- Good physical health

### Key Responsibilities

#### 6. Sales Strategy & Business Development

- Develop and implement annual and quarterly sales strategies
- Identify and penetrate target markets, including:
  - Automotive OEMs and dealerships
  - Technical colleges and universities
  - Government departments and first responder units
- Establish strategic partnerships and commercial MoUs

#### 2. Revenue & Enrolment Growth


- Achieve defined quarterly and annual enrolment targets
- Expand corporate client portfolio

Company reg: 2015/359699/07

Vat: 4700277330

NEV Training Centre: 30 Helium Road, Rosslyn Ext 2, Rosslyn 0200; UNIT A5

Director: N. Bassog (Managing)

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- Improve lead-to-enrolment conversion rates
- Implement AI-driven lead generation and campaign optimisation strategies

### 3. Team Leadership & Performance Management

- Lead, train, and motivate the sales team
- Set measurable KPIs and monitor performance
- Conduct performance reviews and manage pipeline forecasting

### 4. Customer Relationship Management

- Oversee CRM system management and sales analytics dashboards
- Build and maintain long-term corporate relationships
- Ensure high customer satisfaction and retention levels

### 5. Marketing & Brand Positioning

- Collaborate with marketing on digital campaigns, webinars, trade events, and industry engagement
- Strengthen brand visibility within the EV/HEV and QMS sectors
- Use AI-based analytics to measure ROI and refine campaign performance

### 6. Reporting & Strategic Insights

- Provide monthly performance reports to senior management
- Analyse industry trends and competitive positioning
- Recommend data-driven strategic improvements

#### Performance Targets

The role will be measured against:

- Quarterly and annual enrolment achievements
- Corporate partnership acquisition targets
- Lead conversion rate improvements
- Customer satisfaction ratings
- Growth in brand visibility and market presence

#### Remuneration

Salary will be discussed during the interview process.  
Performance-based incentives may apply.

#### Application Requirements

Applicants must submit:

- Comprehensive CV (full employment history with references)
- Certified copy of ID Document; Matric Certificate; Tertiary Qualifications; Additional Certifications; Copy of Valid Driver's Licence.

Applications must be sent to: [isabelno@chrisnelisa.co.za](mailto:isabelno@chrisnelisa.co.za) or [leanie@chrisnelisa.co.za](mailto:leanie@chrisnelisa.co.za)

**Only shortlisted candidates will be contacted.**

If you are a strategic thinker, AI-enabled commercial leader, and passionate about shaping the future of electric mobility and quality systems in Africa, we invite you to apply and grow with Chrisnelisa. **Africa Institute of Mobility and Green Technologies (AIMGT).**