

Sales Opportunities at DER Communications

Institutional Sales Agents and Individual Sales and Marketing Officers

Apply by 25 October 2026 at 11:59 pm East Africa Time

About DER Communications

DACORIS EvidenceReach Communications (DER Communications), part of DACORIS Group, helps institutions turn reports, datasets, research and programme findings into accessible communication for their audiences. The platform supports evidence registration, tailored briefs and summaries, publication approvals, targeted dissemination and tracking of attention, use and uptake. We are seeking institutions and individuals who can translate this value into new client relationships and subscription sales.

Priority client portfolios

Government ministries, departments, agencies and parastatals; national statistics offices, regulators and county governments; NGOs, civil society organisations and programme implementers; development agencies, funders and foundations; universities, research institutes and think tanks; regional and multilateral bodies; and professional associations with substantial evidence and reporting needs.

Applicants should specify their strongest sectors and geographic markets. Relevant buyers include institutional leadership and teams responsible for communications, research, policy, monitoring and evaluation, knowledge management, ICT and procurement.

Institutional Sales Agents

We invite established SaaS resellers, technology sales agencies, software distributors and consultancies with demonstrable institutional software sales experience to apply as sales agents.

What the institution will do

- **Develop a focused market plan.** Map priority accounts, decision-makers and procurement cycles; build a qualified pipeline and agree sales targets with DACORIS.
- **Generate and qualify opportunities.** Secure meetings, assess communication and evidence-use needs, identify budgets and confirm who influences and approves purchases.
- **Demonstrate and sell DER.** Coordinate tailored demonstrations, prepare proposals with DACORIS, support approved bids and procurement processes, and negotiate within authorised terms.
- **Convert and retain clients.** Progress pilots towards subscriptions; coordinate onboarding handovers and support account growth, renewals and expansion opportunities.
- **Maintain disciplined reporting.** Submit weekly CRM updates covering meetings, pipeline stages, deal values, forecasts, next actions, obstacles and competitor intelligence.

Required institutional experience and capacity

- **A verifiable SaaS sales record.** Preferably three or more years selling subscription software or enterprise technology to organisational buyers, with evidence of deals personally originated, closed and renewed.
- **Relevant deal experience.** Provide at least two relevant client examples showing the solution, buyer sector, sales cycle, scope, sales role and outcome. Anonymised evidence is acceptable where confidentiality applies.
- **Institutional market access.** Demonstrate credible relationships in selected portfolios and experience navigating procurement, multi-stakeholder approvals, proposals, tenders and technical reviews.
- **Delivery readiness.** A legally registered institution with a named sales lead, adequate sales capacity, CRM discipline and the ability to explain SaaS subscriptions, onboarding, integrations and customer value accurately.

Individual Sales and Marketing Officers

We welcome commercially focused professionals who can build an institutional sales pipeline, communicate DER's value clearly and turn qualified opportunities into subscriptions.

What the officer will do

- **Prospect and develop accounts.** Research target institutions, conduct outreach, build relationships and book discovery meetings with relevant decision-makers.
- **Run consultative sales conversations.** Understand client needs, define use cases and coordinate demonstrations and proposals with the product and technical teams.
- **Drive conversion.** Follow up consistently, address objections, progress opportunities through procurement and meet agreed targets for qualified meetings, proposals and closed subscriptions.
- **Support targeted marketing.** Develop sector-specific campaigns, presentations and outreach content; represent DER at relevant events and measure campaign-generated leads and conversion.
- **Manage the pipeline and client handover.** Keep CRM records current, report weekly, forecast realistically and coordinate onboarding, account follow-up and renewal opportunities.

Qualifications and expected experience

- **Education.** A degree or diploma in sales, marketing, business, communications, ICT or a related discipline, or equivalent relevant professional experience.
- **Sales experience.** Preferably two or more years in B2B sales or business development, including direct experience selling SaaS, enterprise software or subscription technology. Evidence of measurable results is essential.
- **Commercial competence.** Ability to qualify opportunities, present a business case, demonstrate software, prepare proposals, negotiate, close sales and support renewals. Familiarity with institutional procurement is an advantage.
- **Communication and digital skills.** Strong written and verbal communication, presentation and relationship management skills; practical experience with CRM tools, spreadsheets, digital prospecting and campaign reporting.
- **Sector understanding and work discipline.** Knowledge of at least one priority portfolio; ability to learn evidence dissemination and impact concepts; accurate reporting, initiative and responsible handling of client information.

How to apply

Email your application to info@dacoris.com no later than 25 October 2026 at 11:59 pm East Africa Time EAT UTC+3.

- **Institutional applicants.** Submit your organisation profile, registration details, named sales lead and team CVs, target sectors and territories, two relevant SaaS sales examples, client references where authorised, and a brief market entry plan.
- **Individual applicants.** Submit your CV or résumé, a brief cover letter identifying your strongest client portfolio, and a short summary of sales achievements, including targets, results, products sold and your role. Include a professional profile or portfolio link if available.

Use the email subject line DER Communications Institutional Sales Agent Application or DER Communications Sales and Marketing Officer Application, as applicable.

Applications should show how you will secure institutional meetings, progress opportunities through procurement and convert interest into recurring subscription revenue. Commercial or employment terms will be discussed with selected applicants.

Learn more about DER Communications at <https://e4impact.dacoris.com/>