

JOB DESCRIPTION

Lorentz Irrigation Specialist

Northern Region, Ghana

Solar Water Pumping · Agricultural Sales · PAYGO Financing

Company	Optima FlexPay Limited
Job Title	Lorentz Irrigation Specialist
Product Line	Lorentz PS Series Solar Water Pumps (PS100 & PS2 Range)
Market	Smallholder farmers, irrigation schemes, community water projects
Location	Northern Region (Tamale, Yendi, Damongo & surrounding farming communities)
Employment Type	Full-time · Commission-only (3-month probation), then Salary + Commission
Reports To	Regional Sales Manager
Application	optimaflexpay.com/careers · WhatsApp +233 (0) 55 712 5088

01 · ROLE OVERVIEW

Optima FlexPay Limited distributes Lorentz solar-powered water pumping systems to farmers and rural communities across Ghana on PAYGO terms. The Lorentz PS Series — including the PS100 for smallholder farms and the PS2 range for larger irrigation schemes — draws water directly from boreholes, wells, rivers, and ponds using solar power alone. No fuel. No generator. No electricity bill.

As a Lorentz Irrigation Specialist based in the Northern Region, you will be the technical sales expert for Optima FlexPay's agricultural water division. You will identify, educate, and close customers in farming communities — smallholder farmers, vegetable growers, livestock keepers, and community water schemes — and coordinate with our installation team to ensure every system is professionally commissioned.

This role combines technical credibility with field sales energy. You must be able to explain pump specifications, solar output, and water flow rates to a farmer in Dagbani or Hausa, and equally hold a technical discussion with an irrigation scheme coordinator or NGO.

02 · KEY RESPONSIBILITIES

Technical Sales & Lead Generation

- Identify and visit prospective customers across Northern Region farming communities — smallholder farmers, vegetable growers, rice and maize farmers, livestock keepers, and community water projects

- Conduct field site assessments to evaluate water source type (borehole, well, pond, river), depth, required flow rate, and appropriate pump sizing
- Present the Lorentz PS100 and PS2 product range with technical confidence — explaining solar input, flow rates, head capacity, and PAYGO payment structure
- Generate leads independently through farmer associations, agricultural extension officers, NGO partnerships, and district agricultural offices
- Follow up on leads allocated by the Accra HQ team and regional digital marketing

Customer Education & PAYGO Onboarding

- Educate farmers on the PAYGO model — 50% deposit to activate, then weekly or monthly Mobile Money instalments until full ownership
- Clearly communicate the cost comparison: fuel costs eliminated, generator replaced, water access secured year-round
- Assist customers in completing the application form and required documentation
- Coordinate with the logistics and installation team to schedule site visits and system commissioning
- Conduct post-installation follow-up within 7 days to confirm system performance and customer satisfaction

CRM & Reporting

- Log every lead, site visit, deal stage, and customer interaction in the Optima FlexPay CRM mobile app
- Submit weekly pipeline reports covering: prospects visited, assessments completed, applications submitted, deposits received, and systems installed
- Report field intelligence on competitor activity, water access challenges, and agricultural trends to the Regional Sales Manager
- Participate in weekly team calls with actionable territory updates

Community & Agricultural Partnerships

- Build working relationships with district agricultural extension officers, farmer-based organisations (FBOs), and rural NGOs operating in your territory
- Represent Optima FlexPay at agricultural fairs, farmer days, and community meetings
- Support the marketing team with real customer stories and field photography for case studies and social media

03 · PRODUCT KNOWLEDGE (Required)

All Lorentz Irrigation Specialists must develop thorough technical knowledge of the following products during onboarding. You are expected to size and recommend the right pump for each customer's specific water source and irrigation needs.

Product	Best For	Key Selling Point
Lorentz PS100	Smallholder farmers, home gardens, community wells	Compact, affordable, solar-direct — ideal entry-level pump for boreholes and shallow wells
Lorentz PS2 Range	Commercial farms, irrigation schemes, livestock water, community water supply	Higher flow rates and deeper pump capacity for larger agricultural operations

04 · MINIMUM REQUIREMENTS

Must-Have	Nice-to-Have
• Minimum HND or equivalent tertiary qualification • Background in agronomy, irrigation, agriculture, or rural development strongly preferred • 1+ year field sales or technical advisory experience • Fluent in Hausa or Dagbani; functional English required • Comfortable discussing technical specifications with farmers and scheme coordinators • Smartphone literate (CRM, Mobile Money, WhatsApp) • Resident in or very near the Northern Region • Reliable transport for daily field visits across farming communities	• Degree in Agriculture, Irrigation Engineering, or related field • Prior experience selling to smallholder farmers or irrigation schemes • Knowledge of PAYGO or asset financing models • Existing networks with district agricultural officers or FBOs • Experience with solar energy products • Ability to conduct basic borehole depth and pump sizing calculations

05 · COMPENSATION & BENEFITS

Months 1–3 (Probation)	Commission only — no base salary during probation. Your income is directly tied to verified Lorentz installations. Strong performers in this phase earn well above a typical entry salary.
Post-Probation	Competitive monthly salary added upon successful completion of 3-month probation, plus ongoing uncapped commission on every verified installation.
Commission	Per verified installation (rate confirmed at offer stage). No ceiling.
Product Insurance	Every Lorentz system sold carries 12-month product warranty. Professional installation and commissioning included — reducing post-sale disputes.
Training	Full Lorentz product training, pump sizing methodology, PAYGO model coaching, CRM onboarding, and field sales techniques before you start.
Career Path	Irrigation Specialist → Senior Specialist → Agricultural Territory Lead → Regional Sales Manager
Payment Method	All commissions and salary paid via Mobile Money. No bank account required.

06 · HOW TO APPLY

Applications are accepted through our careers page and WhatsApp only. Please do not contact us by email.

Visit: optimaflexpay.com/careers · or WhatsApp your CV to +233 (0) 55 712 5088

You will need to upload your CV and a Cover Letter (PDF or Word, max 5MB each). In your cover letter, please tell us specifically about your agricultural background, any experience with irrigation or water pumping systems, and which farming communities in the Northern Region you are best connected to. Applications without a cover letter will not be considered.

For all enquiries: optimaflexpay.com/#contact · Accra HQ: +233 (0) 30 396 0134 · Accra Mobile: +233 (0) 55 712 5105

Optima FlexPay Limited is an equal opportunity employer. We particularly encourage applications from women, persons with disabilities, and candidates from farming communities across the Northern Region. Only successful candidates will be contacted. We do not charge any fees at any stage of the recruitment process. All communications must go through optimaflexpay.com/#contact.