



About Bitprop

We believe in the power of entrepreneurship as a means for creating good. By partnering with property owners in townships to help them develop rental flats behind their properties, they receive an otherwise inaccessible new income stream. Bitprop turns these hard-working property owners into property entrepreneurs, generating significant value for themselves and their families for generations to come. Our work is innovative and creates an immediately tangible impact – a highly rewarding experience for all involved.

Community Sales Lead

Bitprop is looking for a motivated, trusted, high-performing salesperson to connect with township homeowners and guide them through the first steps of our building partnership. Your role is to identify homeowners, explain the Bitprop opportunity, and drive qualified applications into our pipeline. You will spend most of your time in communities speaking to homeowners, generating leads, qualifying interest, and moving people into the application process.

This is a high-impact role with clear, measurable sales outcomes. You must be comfortable with a performance-driven environment, high activity levels, and consistent targets, while also maintaining the trust and sensitivity required when speaking to homeowners. You should be comfortable making first contact, guiding conversations, answering concerns, and closing the commitment to apply.

Some practical examples of your responsibilities

- Engage homeowners in township communities and introduce Bitprop's partnership model
- Drive interest and commitment, converting conversations into completed homeowner applications
- Identify strong potential plots and the homeowners behind them
- Explain the Bitprop model, process, and benefits in a clear and honest way
- Manage a simple but structured sales pipeline of leads, conversations, site visits and applications
- Follow up with homeowners to ensure they complete documentation and move to the next stage

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- Work closely with the Applications Manager to ensure smooth handover and strong conversion rates
- Coordinate with Marketing to increase the quality of homeowner leads
- Track your numbers weekly: leads generated, qualified leads, site visits, applications
- Provide feedback from homeowners to improve messaging, materials, and our outreach strategy

Requirements

- Strong credibility within township communities
- Excellent communicator who is warm, honest, confident
- Proven ability to persuade, influence, and close commitments
- Experience in sales, outreach, financial services, field marketing, or community mobilising
- Comfortable spending most days on the ground (not office-based)
- Highly self-driven and target-oriented
- Strong follow-up skills and ability to manage multiple leads at once
- Organised and comfortable maintaining basic reporting
- Resilient, comfortable with rejection and able to stay positive and proactive
- Based in Cape Town with deep familiarity of township areas, especially those in which Bitprop operates (currently Khayelitsha, Eersterivier, Blue Downs, Langa, Mandalay, Macassar, Firgrove, parts of Mitchell's Plain)
- isiXhosa proficiency
- Driver's license and own transport
- Experience in insurance field sales, solar/fibre sales, or NGO outreach (nice to have)

Culture

You:

- Are passionate about using entrepreneurship to create change and progress

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- Believe in 'finding a way' to make things happen
- Are comfortable with a flexible and changing work environment
- Believe in a meritocratic way of working - your age/seniority etc. doesn't matter
- Are a quick learner
- Work quickly, make mistakes and improve. You fail fast and learn
- Are kind, trusting and work for the interests of the group, not yourself
- Are driven, work hard and always to a very high standard. Your ambition is to achieve objective quality
- Are optimistic about achieving progress on a micro and macro (societal) scale
- Have a high level of integrity and professionalism
- Are excited about being part of solving very difficult problems
- Have the ambition to be part of innovative solutions/an environment that aims to have a tangible impact on the world

How to apply

Please visit www.bitprop.com/careers to view this job listing and to access the application form, where you can complete the application and upload a portfolio. For more information or if you are unsure about whether to apply or not, please reach out to careers@bitprop.com.