

VACANCY FOR:

OFFTAKE SOLUTION MANAGER – GREEN AFFORDABLE HOUSING PROJECTS

JOB TITLE	Offtake Solution Manager – Green Affordable Housing Projects
REPORTS TO:	Head, Climate Infrastructure / CEO
ENGAGEMENT PERIOD:	12 months (Renewable)



MARKET CONTEXT

Nigeria currently has an estimated population of 220 million and the United Nations estimates that by 2050, Nigeria would have reached a 400 million populace and added 189 million urban dwellers which translate into an annual housing requirement over the coming decades of at least 900,000 units to keep up with growing housing demand and urban migration. Based on current forecast construction, Nigeria’s overall accumulated housing deficit is about 28 million¹ units, as of 2024. The estimated annual cost to bridge the housing gap is about \$6.25 billion² (NGN10 trillion). Appropriately structured financing mechanisms are therefore required to make home financing more affordable and accessible to homebuyers, at a greater scale, providing access to housing but also solving the challenge of offtake for property developers.

Despite the housing deficit which creates a significant opportunity for developer financing in Nigeria, the market is constrained by offtake risk inherent in housing infrastructure projects occasioned by an absence of an effective mortgage solution that provides prospective homebuyers access to affordable home loan products. This situation has continued to weaken developers' ability to access sustainable funding and scale their construction activities.



PROBLEM STATEMENT

As part of its strategic development initiatives, InfraCredit, with the support of development partners established the Green Resilient Housing Enhancement Facility (GRHEF or “the Facility”), a project preparation facility designed to address persistent challenges that limit access to long-term domestic institutional capital for housing delivery in Nigeria. Despite a growing pipeline of climate-resilient housing projects, many developments continue to face delays in reaching financial close due to critical gaps in project preparation, particularly in technical, environmental, financial, and legal readiness. These challenges often extend transaction timelines, increase development costs, and undermine overall project bankability.

To bridge these gaps, GRHEF provides early-stage project preparation support and technical assistance to housing developers. Through its Project Development Facility (PDF), GRHEF supports project sponsors in conducting feasibility studies, integrating climate-resilient design, and improving project documentation and investment readiness in line with InfraCredit’s eligibility criteria. In assessing housing developers and their respective projects, InfraCredit conducts comprehensive Technical and Commercial Due Diligence (TCDD) alongside financial, legal, and environmental and social (E&S) assessments. The TCDD process involves engaging an external consulting firm comprising qualified housing professionals across architecture, quantity surveying, structural and civil engineering, environmental and geotechnical assessment, and mechanical and electrical systems. These experts evaluate, validate, and provide recommendations on the technical soundness and compliance of proposed projects with international green building standards (such as IFC’s EDGE) and relevant local building laws and codes.

The consulting team’s work typically spans various construction stages and disciplines, including (but not limited to) environmental and geotechnical assessments, land and topographical surveys, civil and structural engineering, mechanical and electrical systems, architecture, urban design, quantity surveying, construction management, real estate, and property and facility management. The independent assessments and recommendations produced by the due diligence consultant are submitted to InfraCredit for review and alignment with its housing programme criteria.

To ensure seamless project preparation, execution and effective implementation of the TCDD process, InfraCredit seeks to engage the services of an in-house Offtake Solution Manager. This role will provide offtake support to clients (developers) in project preparation and investment-readiness activities under GRHEF, before interactions with TCDD consultants to ensure housing projects meet InfraCredit’s standards and increase the number of transactions reaching financial close. The Offtake Solution Manager will work closely with the transaction team, including Transactors, Transaction Legal, and Transaction E&S, to manage the technical and sustainability components of housing deals from origination through project readiness, consultant engagement, TCDD reviews (desktop and site), credit approval and ongoing project monitoring after financial close.



SCOPE OF WORK

The Offtake Project Manager’s responsibilities shall include, but not be limited to, the following:

A. Offtake Origination & Market Development

- Identify, engage, and originate offtakers including cooperatives, unions, mortgage banks, microfinance banks, pension fund administrators, institutional buyers, diaspora groups, investors, and individual households.
- Develop and maintain a database of qualified prospective offtakers and buyers.
- Co-originate and structure offtake solutions for green affordable housing projects with the developers and reputable mortgage institutions and other demand-side partners.
- Conduct market scans and demand assessments for targeted locations and housing typologies.
- Design and implement grassroots/community-based campaigns to stimulate effective demand.

B. Developer Sales Strategy Support

- Review developers' sales strategies and provide recommendations aligned with market realities.
- Support developers to design pricing strategies, payment plans, and mortgage-linked offerings.
- Build structured "sales pipelines" for each project and monitor pipeline conversion performance.
- Provide hands-on support to developers during sales roadshows, exhibitions, and client engagements.
- Assist developers in establishing or strengthening their internal sales teams and processes.

C. Stakeholder & Channel Management

- Coordinate with PMBs, cooperative managers, and other partners on home loan prequalification and buyer onboarding.
- Develop and manage relationships with sales agents, real estate brokers, community mobilizers, and digital sales channels supporting developer sales teams.
- Facilitate partnership agreements with institutions interested in bulk purchases or employee housing schemes.

D. Monitoring, Reporting & Portfolio Management

- Track sales targets, occupancy rates, conversion ratios, and key milestones for each project.
- Maintain weekly/monthly dashboards of offtake metrics and performance indicators.
- Support verification of offtakers, documentation completeness, and home loan readiness.
- Flag early risks, sales gaps, and recommend corrective actions.
- Prepare periodic reports on demand creation activities, pipeline status, partner engagement, and project outcomes.

E. Additional Responsibilities

- Documentation of lessons learned from all housing projects from offtake perspectives
- Co-create e-learning modules on green affordable housing offtake strategies with the knowledge management team
- Coordinate the design of innovative off-take models.
- Support development of communication materials and sales kits for use by developers and agents.
- Ensure alignment with development partners reporting requirements.



DELIVERABLES

The Offtake Project Manager shall be responsible for providing the following key deliverables:

1. Offtake Origination & Market Development Deliverables

- Comprehensive Offtake Origination Plan for each project, including target segments, engagement strategy, outreach channels, and quarterly targets.
- Database of Qualified Offtakers (institutional and retail) developed and updated monthly, including cooperatives, unions, PMBs, MFIs, employer groups, PFAs, diaspora organisations, and verified individual buyers.
- Monthly Lead Generation Reports, detailing total leads generated, qualification outcomes, and conversion pipeline.
- Market Intelligence Briefs for project locations, covering demand trends, affordability, buyer preferences, and competitor landscape.

2. Developer Sales Strategy Support Deliverables

- Reviewed and Revised Sales Strategy for each developer, with actionable recommendations on pricing, payment structures, mortgage-linked products, and marketing channels.
- Quarterly Sales Pipeline Framework co-developed with developers, showing lead numbers, conversion stages, bottlenecks, and expected uptake.
- Capacity-building Sessions delivered to developers' sales teams (minimum quarterly), covering CRM use, customer onboarding, documentation, and retention strategies.

3. Stakeholder & Channel Partner Deliverables

- Partnership MoUs or Cooperation Agreements (where applicable) with cooperatives, unions, PMBs, employers, or institutional bulk buyers.
- Active Sales Agent/Channel Partner Network, onboarded, trained, and updated at least bi-monthly.
- Home Loan Readiness Coordination Reports with Primary Mortgage Banks (PMBs), showing prequalified buyers, processing status, and documentation gaps.
- Engagement Logs and Meeting Minutes with key partners, capturing commitments, follow-ups, and decisions.

4. Monitoring, Reporting & Analytics Deliverables

- Weekly Offtake Dashboards for internal review, covering lead generation, sales funnel metrics, conversions, cancellations, and occupancy progress.
- Monthly Offtake Performance Reports summarizing activities, results achieved, challenges, risks, and corrective actions.
- Quarterly Portfolio Performance Review comparing targets vs achievements across all supported housing projects.
- Verified Offtaker Documentation Packs, ready for handover to developers or mortgage institutions, ensuring completeness and compliance.

5. Strategic Innovation & Value-Add Deliverables

- Design innovative offtake models
- Digital Lead Generation and CRM System Improvements documented and implemented with developers.
- Communications & Sales Tools such as sales playbooks, brochures, FAQs, and customer journey templates for developers.
- Impact Assessment Notes demonstrating how improved offtake strategies contributed to higher sales, occupancy, or revenue for developers

6. End-of-Year/Contract Completion Deliverables

- Annual Offtake Results Report, consolidating performance across all projects and stakeholders.
- Recommendations for Scaling Demand Generation, including lessons learned, effective channels, and improvements needed.
- Updated Database of Active and Prospective Offtakers, handed over to the programme team.
- Developer Sales Capacity Assessment Report summarizing strengths, weaknesses, and recommendations for future support.



EXPECTED OUTCOMES/ RESULTS

The workstream is expected to deliver the following outcomes:

1. Stronger Effective Demand: Increased pipeline of qualified retail and institutional offtakers, leading to predictable and demonstrable demand for housing units.

2. Improved Developer Sales Performance: Higher sales conversions, faster uptake of units, improved revenue inflows, and strengthened sales processes across developers.
3. Institutional Partnerships: Established and active partnerships with cooperatives, unions, employers, PFAs, PMBs/MFIs, and diaspora groups, resulting in bulk and structured offtake commitments.
4. Enhanced Coordination with Lenders & Sales Channels: Better home loan readiness, smoother buyer onboarding, and expanded reach through trained sales agents and brokers.
5. Data-Driven Decision-Making: Regular dashboards and reports enabling timely corrective actions, accurate market intelligence, and improved sales strategy.
6. Innovative Offtake Models: Introduction and piloting of rent-to-own, hybrid payment schemes, and other innovative models to boost affordability and uptake.
7. Stronger Project Viability: Faster sales cycles, improved cashflow for developers, and reduced project market and default risks.
8. Ecosystem Strengthening: Improved awareness and adoption of climate-resilient affordable housing and a scalable framework for demand generation across multiple projects.
9. Documented lessons learned for all housing transactions
10. Developed e-learning modules on green affordable offtake solutions and strategies.



QUALIFICATIONS AND EDUCATION REQUIREMENT

Candidates for the role should meet the following requirements:

- Bachelor's degree in Business Administration, Real Estate, Marketing, Economics, Project Management, or a related field.
- A master's degree (MBA/MSc) is an added advantage.
- Relevant professional certifications (e.g., NIESV, CIM, PMP) are desirable.
- 5–8+ years experience in real estate sales, affordable housing programmes, home loan origination, or institutional client management.
- Demonstrated experience generating retail and institutional demand for housing or credit-linked products.
- Experience working with cooperatives, unions, home loan lenders, or employer housing schemes is a strong advantage.
- Proven track record delivering measurable sales results on large-scale or multi-site real estate projects.



KEY PERFORMANCE INDICATORS

1. Sales & Offtake Performance

- Number of qualified offtakers generated per project and per quarter.
- Conversion rate from leads to firm commitments and completed sales.
- Improvement in developers' sales performance and revenue inflows.
- Percentage of sold units that progress to actual occupancy within agreed timelines (e.g., 60–90 days post-handover).
- Occupancy/uplift rate achieved per project, including monitoring and verification of actual move-ins by homebuyers.

2. Stakeholder & Channel Management

- Number of active institutional partnerships (cooperatives, unions, employer groups, PFAs, PMBs/MFIs).
- Number of active sales agents or channel partners supporting sales.
- Institutional partnership conversion rate (partnerships resulting in committed or bulk buyers).
- Timeliness and effectiveness of lender engagement and home loan readiness support.

3. Operational Efficiency

- Timeliness and quality of weekly dashboards, monthly performance reports, and quarterly reviews.
- Accuracy and usefulness of market intelligence and demand assessments.
- Reduction in sales bottlenecks and processing delays.
- Completeness and accuracy of buyer documentation and readiness for handover/occupancy.
- Timely coordination of buyer onboarding, unit allocation, and post-sales follow-up to ensure successful move-in.

4. Strategic Contributions

- Number of innovative offtake or affordability models designed and piloted (e.g., rent-to-own, hybrid payment structures).
- Demonstrated improvements in developers' sales and customer onboarding capacities.

- Effectiveness of CRM and digital sales/lead-management tools implemented with developers.
- Quality of recommendations provided to strengthen long-term demand generation.

5. Capacity Building and Knowledge Sharing

- Participation in internal training and development sessions focused on green affordable housing offtake structures, demand-side financing mechanisms, and market innovation.
- Documentation of lessons learned and actionable recommendations from executed offtake transactions to strengthen InfraCredit's offtake structuring, risk assessment, and monitoring frameworks.
- Development of e-learning modules focused on green affordable housing offtake solutions, including demand aggregation models, mortgage-linked offtake structures, employer-assisted housing, and institutional buyer participation.
- Digitisation of workflows, including end-to-end digital management of offtake agreements, buyer onboarding, tracking of offtake performance metrics, and standardised templates to improve efficiency and reduce turnaround times.



COMPENSATION

Negotiable and Competitive



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