

## Advertising Executives (Freelancer) – Nairobi – 8 Positions at Kenya Broadcasting Corporation (KBC)

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Company: JobWebKenya

Location: Kenya

Category: other-general

### Job Description

Kenya Broadcasting Corporation is a State Corporation committed to excellence in broadcast services to our audience, customers and the public. Its aim is to inform, educate and entertain the public through Radio and Television services. The Corporation wishes to fill the following vacant positions with dynamic, self-driven and results-oriented professionals to achieve its corporate objectives.

### Duties and Responsibilities

Preparing sales presentations to the Corporation

Generating new business with a sufficient portfolio of brands to offer significant growth

Delivering business revenues and contributions as per targets

Maintaining and sustaining customer satisfaction

Collecting market intelligence and use it to come up with selling strategies

Developing concepts and ideas in Radio, TV and Digital to use them in presentations

Creating awareness of available advertising opportunities in the Corporation

Reconciling client accounts and sorting queries

Effectively managing customer relationship and business from clients

Submitting monthly sales projections and attaining monthly sales target.

**KBC IS AN ISO : CERTIFIED CORPORATION(CERTIFICATE NO KE 21/)**

**Minimum Requirements:**

Degree/Diploma in Sales and Marketing or relevant field

Two years experience in Sales and Marketing

Excellent interpersonal skills

Ability to cultivate long standing client relationships.

Excellent client service skills

Ability to work under minimum supervision

Excellent communication Skills

A good understanding and experience in the industry will be an added advantage

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