

# Kenya Jobs Expertini®

## Brand Manager

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Company: Mcarfix limited

Location: Nairobi

Category: sales-and-related

About the job mCarFix is an integrated software platform that links up motorists and car owners with players and stakeholders in the motor vehicle sector such as mechanics, auto stockists, insurance providers and motor vehicle dealers in order to seamlessly resolve motor vehicle problems. It consists of eight software applications and modules which are designed to be used globally. As a Brand Manager you shall, foremost, be responsible and accountable for revenue generation from your allocated Application, and promoting and maintaining the App's public image, buy-in and uptake through the implementation of sales and marketing initiatives to meet and exceed allocated revenue targets month-on-month. You shall conduct research into industry trends and public perception and aid in the development of marketing and advertising campaigns to strengthen the Company's brand identity. You shall also lead and line-manage the Field Sales Team under this docket, have a day-to-day overview of the Company's MTD performance on actual sales as compared to set sales goals, analyze data, manage team performance and develop training programs for the Field Sales Representatives, continuously guiding and coaching them on ways to improve their sales performance. You shall oversee regional and local sales teams, develop strong relationships and stay in contact with various players in the motor vehicle sector, always have a strategic, tactical and operational overview of the designated App in the Ecosystem and its performance on the dashboard, and ensure that the Company's market presence and market share is consistently improving. You shall analyze sales statistics that your Team members gather and produce to objectively determine the sales potential of your designated App, and monitor and share customer preferences with the rest of the team. You shall also be

responsible for recruiting, training, leading and managing the Field Sales Team for the respective App and drive their performance to achieve their sales targets towards consistently increasing net profits for the organization. You shall use your in-depth knowledge in Sales & Marketing and in-depth understanding of the motor vehicle sector to develop a strong sales and marketing strategy that is tailored to the Company's goals and objectives. You shall design and run campaigns using multiple channels including direct selling, product demos, guerilla marketing etc., and also utilize other lead generation, marketing and selling methods to scale up demand for our product. You shall be responsible for all aspects of the demand generation process and building a complete lead generation system that gets results. Your ultimate goal is to deliver on daily, monthly, quarterly and annual revenue targets. You shall be required to get your team to deliver game-changing results, spearheading the move to take the product global within months. Resource:

<https://www.mcarfix.com/about> Reporting to the CEO and/or his designate, the main roles of this position include: 1. Generate consistently increasing net revenue for the company through the allocated App by ensuring that you and your team meet the set daily, weekly, monthly, quarterly and yearly revenue targets 2. Collaborate in the innovation/development, implementation and management of aggressive sales strategies and the execution of the same across the territories of operation in order to achieve Company goals and objectives. Set, communicate and closely monitor the achievement of sales targets, and develop commission structure proposals 3. Generate new business for the company and maintain current business relationships with existing clients, ensuring that you develop long-lasting strategic relationships with assorted industry players 4. Ensure that the user experience is optimized and given top priority and develop efficient and effective feedback mechanisms 5. Achieve target penetration of selected customer bases across all territories 6. Recruit field sales representatives for appointment by the Company and train, develop and mold them to elevate their performance to optimal levels 7. Propose and manage your Field Sales marketing budgets and put forward expenditures for approval 8. Utilize sales data analytics to inform and improve decision making and performance 9. Identify the training and coaching needs of your team and organizing relevant training/coaching to close the gaps 10. Ensure thorough, unassailable product knowledge and sales skills of all your team members, ensuring that they all execute flawless sales pitches, are continually improving these skills and are keeping up to date with product developments and other changes 11. Lead, supervise and motivate members of the Field Sales team, conduct their performance

appraisals as prescribed by HR, setting the pace for them and constantly giving them feedback to better their performance. Provide clear, timely and targeted coaching to eliminate quality issues and improve performance to ensure sales targets are met, targeted MQLs and SQLs are generated, and ROI per resource is realized. Continually assess the sales processes to identify inefficiencies and areas for improvement 12. Collaborate in designing and executing inbound and outbound sales and marketing strategies and marketing campaigns that you plan across customer segments and territories in line with the company's business objectives based on performance goals of the Sales team and tied to Product and Sales Goals 13. Map out regions and assign sales territories, ensuring optimal coverage and resource ratios. Lead growth marketing of the product in different regions/territories/countries in keeping with the company's expansion plans, maintaining the Company's brand and market share 14. Write and cascade marketing campaign briefs that guide your team to flawless execution and achievement of the set goals, including delivery on the targeted MQLs and SQLs 15. Engage with the Company and its products, keep updated regarding new and innovative ways to present them, proposing and innovating ways to increase uptake in the market in line with changing trends and target client preferences 16. Prepare and present standard and ad hoc reports on all sales and marketing activities and resources, actual and projected product market performance, useful market intelligence on the product, reports on research findings and performance trends on competitors, and proposed techniques to defeat the competition, opportunities and threats in the market and suggestions for improvement etc. Keep abreast with industry and market trends and best practices 17. Ensure optimization of the customer experience, efficiently and effectively resolving customer issues and promptly escalating any issues arising in the App18. Develop and deliver high-level impactful presentations and data-driven conclusions to senior management and key stakeholders 19. Any other duties as may be assigned from time to time

Skills and Qualifications for this position include:

- Relevant qualifications in Sales/Marketing
- Brought in revenues of over KES 5 Million through Field Sales
- Thorough understanding of the Motor Vehicle Sector is preferred
- Over 5 years of experience as in a similar position
- Experience in establishing business goals and strategies
- Excellent analytical skills to understand market dynamics, determine appropriate strategies, and identify opportunities for growth and improvement
- Excellent communication and leadership qualities
- Available to start work immediately
- Ability to work under pressure

Key Performance Indicators

- Achieve 100% revenue generation through meeting daily,

weekly, monthly and yearly Sales targets • Achieve 100% set target for number of qualified leads per day, week, month and year • Achieve 100% client retention rate for each month • Recruit, train, manage, deploy and retain optimal numbers of qualified Field Sales Representatives • Ensure Field Sales Representatives reporting to you achieve 100% of their daily, weekly, monthly, quarterly and yearly Sales targets • Achieve set targets in the ecosystem and ever-increasing numbers

How to Apply Interested and qualified persons are invited to send their cover letter, CV and copies of certificates to christine.wathua@mcarfix.com Insert the position you are applying for as the subject of your email Please note that applications shall be processed on a first-come-first served basis. While we appreciate all interest in working with us, due to the number of applications we receive, we regret that only shortlisted candidates shall be contacted. “We are an equal opportunity employer”

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