

Business Executive – Viusasa at Royal Media Group

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Company: JobWebKenya

Location: Kenya

Category: other-general

Job Description

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Royal Media Services Limited is the largest electronic Media House in Kenya. Home to the most popular television and radio channels according to audience share, at Royal Media Services we fashion our programming primarily to connect with our audiences. Our brands are Citizen TV, Inooro TV, Radio Citizen, Ramogi FM, Inooro FM, Musyi FM, Changei FM, Muuga FM, Egesa FM, Bahari FM, Mulembe FM, Wimwaro FM, Sulwe FM, Hot 96 and Vuuka FM.

SUMMARY

Royal Media Services Limited wishes to recruit suitably qualified staff for the above positions. Their main role will be to generate revenue through direct sales, new business creation and retention as well as training and supporting Viusasa customers. This role is based in Nairobi.

RESPONSIBILITIES & TASKS

Prospect, identify and qualify clients for business opportunities by providing suitable advertising, couponing, and digital advertising solutions that provide value to clients.

Prospect, identify, and qualify clients for ticketing events to be listed on ViuTickets.

Prospect, identify, and qualify Bulk SMS clients to be listed on NiText.

Achieve set annual and monthly revenue targets for Viusasa within the set period.

Develop and implement creative plans to increase sales volumes and market share.

Prepare sales proposals, contracts, and other documents required for product/ service promotion.

Collaborate with various departments to come up with effective solution strategy for the client.

Ensure excellent customer service to existing to both maintain and grow those accounts.

Provide necessary reports.

Work with the business development manager and Viusasa Management to formulate creative solutions for client needs in realization of revenue for Viusasa.

Requirements

ACADEMIC QUALIFICATIONS AND EXPERIENCE

Degree in Sales and Marketing, Public Relations, or any other related courses

At least 3 years in media sales or any other related field.

SKILLS AND PERSONAL ATTRIBUTES

Excellent writing and computer skills

Aged 24-35

Good negotiation skills

Good communication skills

Excellent presentation skills

Passionate about sales

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