

## Digital Sales Strategist at Pulse

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Company: JobWebKenya

Location: Kenya

Category: other-general

### Job Description

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Pulse is Kenya's leading innovative media company, informing and engaging Kenya's young audience – and providing expansive media reach and creative marketing solutions to our partners

### The role

The digital sales strategist is a position we're hiring in our Nairobi office.

### Duties and responsibilities

Identify business opportunities and develop effective strategies to approach and pitch our solutions and capabilities.

Contribute to team effort by establishing high-level contacts and ensuring that the defined sales process is followed.

Close deals and work towards set targets, ultimately positively impacting the revenues of the company.

Manage client relationships and provide customers with excellent service and support.

Work with the project execution teams to ensure customer goals are achieved.

Continuously engage customers and client-side decision-makers to maintain close relationships in order to identify upsell or new business opportunities.

## Skills that would make a candidate successful in this role

Experience in a B2B sales or business development role

Good understanding of digital media and digital marketing

Proven ability to create effective digital marketing plans and strategies

Strong verbal and written communications skills

Great relationship-building and networking skills with direct clients and ad agencies

Enthusiasm and a can-do attitude to deliver against set targets

Bachelor's degree – an MBA, MSc or CIM qualification is a plus

Evidence of courses completed in digital marketing if no direct work experience

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