

Freelance Business Solutions Executives (Kisumu, Nakuru, Eldoret, Mombasa & Nairobi) at Nation Media Group

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Job Description

(adsbygoogle = window.adsbygoogle || []).push({}); The Nation Media Group (NMG) founded by His Highness the Aga Khan in has become the largest independent media house in East and Central Africa. It has been quoted on the Nairobi Stock Exchange since the early s. As the leading multi-media house in the East African region, it has print as well as electronic media and the Internet which attracts a regular readership quite unparalleled in the region.

Key Responsibilities and Duties:-

Achieve set annual and monthly targets for multimedia advertising sales within schedule;

Develop and implement plans for increasing sales volumes and market share;

Research available business opportunities and identify new leads and new opportunities for advertising by generating and analyzing qualitative and quantitative data;

Prospect, identify, and qualify clients for new business opportunities by providing advertising solutions and providing creative solutions and presentations that are unique to each client;

Increase advertising opportunities for Print, Digital, TV and Radio products translating to increased revenues; Maintain and grow business contacts for existing and potential clients; Perform cost-benefit and needs analysis of existing/potential customers to meet their needs; Expedite the resolution of customer problems and complaints to maximize satisfaction;

Ensure client focused selling by providing excellent customer service to existing clients to both

retain and grow those accounts as well as maintaining interactions with potential new businesses and clients;

Demonstrate value proposition to clients; Analyze the territory/market's potential, track sales and status reports;

Supply management with reports on customer needs, problems, interests, competitive activities, and potential for new products and services; Work with the supervisors and Creative Team to formulate advertising solutions that will deliver clients' needs.

Qualifications, Experience, Skills & Attributes: –

A Bachelor's degree in business studies or related field from a recognized university;

At least two years' experience preferably in media sales; Certification in digital marketing and advertising is an added advantage;

Must be competitive, possess a positive attitude, disciplined and fast to the market and have a passion to win;

Excellent oral, written & presentation skills tailored to the client's/audience needs;

Demonstrable strong work ethic for completing sales cycles; Strong negotiation skills with teamwork ability; and, Demonstrable strength in client service and continuous growth.

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