

Marketing and Sales Officer at Data Integrated Limited

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Company: JobWebKenya

Location: Kenya

Category: other-general

Job Description

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Products & Solutions From smart public transport solutions to retail payments to payroll management, our products cater to the growing everyday financial needs of African population.

Marketing responsibilities

Develop, implement, manage and execute a DIL marketing, sales and communications strategy, in alignment with business goals.

Bring and ensure continuity across our sales and marketing efforts

Support specific marketing/sales/communications projects (websites, advertising, content curation, reporting, marketing proposals, etc.)

Engage in and lead key marketing opportunities

Build brand awareness through various media outlets and work within the multimedia outlets to promote our products

Negotiate advertising contracts

Decide which media format (print, television, radio, web, billboard) best suits the marketing assignment

Design and oversee ad layouts

Facilitate Rebranding DIL for our competitive landscape

Research and development of product; Collect and analyze market research data

Identify potential markets and test them extensively

Establish beneficial pricing and product distribution strategies

Plan sales and advertising campaigns

Present projects to clients and work with them to strategize and improve the material according to their needs

Keep track of and balance budgets in line with the marketing plan

Sales responsibilities

Present, promote and sell products/services to existing and prospective customers

Perform cost-benefit and needs analysis of existing/potential customers to meet their needs

Establish, develop and maintain positive business and customer relationships

Expedite the resolution of customer problems and complaints to maximize satisfaction

Achieve agreed upon sales targets and outcomes within schedule

Coordinate sales effort with team members and other departments

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.

Requirements

Core Competencies and Attributes

Strong work ethic and conducting of business with the highest ethical standards. Holding themselves accountable for delivering results in a difficult environment.

Proven ability to maintain strong relationships with key stakeholders.

Exceptional and proven leadership and people management skills

Strong familiarity with data collection and interpretation

Excellent networking, negotiating and communication skills.

Ability to create and deliver catchy presentations tailored to the Board, CEO, and, or customers' needs.

Proven experience of working within a sales and marketing team preferably in a tech-based environment

Good time management and organization skills.

Positive, energetic self-starter with a high level of personal drive and resilience.

Unquestionable integrity.

Passionate about technology and eager to get in the field to directly connect with clients.

Results driven individual with a strategic approach to achieving their objectives

Academic Qualifications

Minimum education qualification of a Diploma in Marketing and Sales/ Business or a related field.

Proficiency in MS Office applications, CRM tools and any other pertinent technologies.

Professional marketing and sales training will be an added advantage

Work Experience

At least 3 years of work experience in marketing and sales/ business development/ tele sales / telemarketing or customer facing role.

Prior experience in developing sales and marketing strategies

Experience developing new locations and markets

Tech savvy with strong working knowledge of computer systems and databases

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