



Job Description

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Job Title Media Sales Executive	Job Location Dar es Salaam	Category -
Job Type Full Time	Job level Intermediate	Industry Advertising
Open to Expatriates Only Open to Tanzanian Nationals		

Minimum Requirements

Min Budget -	Max Budget -	Primary Industry Advertising: 5 Years
Secondary Industry -	Primary Category -	Secondary Category -
Certificate -	Qualification -	

Summary

A widely recognised pan-African leader in Outdoor and Airport Advertising, having the widest coverage on the African continent, and having been awarded as the best billboard company in Africa is looking for a Media Sales Executive who will be responsible to manage various areas within the sales and Marketing divisions including Achieving Sales budget, Prospecting, Client Acquisitions, Client Retention and Client Relationship Management, Client Delivery & Collections.

Responsibilities

Core duties and responsibilities include the following:

New Clients

- Prospecting for new clients
- New client acquisition through cold calling and client visits based on the Company's defined procedures.
- Full understanding of clients' needs analysis
- An understanding of the media in the country market, competitor share and identify opportunities

Client Relationship Management

- Retention of existing clients and grow revenue from existing clients
- Troubleshooting any problems clients might have with their media or delivery
- Identify upselling opportunities with clients
- Manage all client changes of campaigns effectively and efficiently

Renewals

- Leveraging of existing client relationships to ensure renewals
- Accurate and efficient tracking of renewals
- Renegotiate contract clauses

Deal Creation & Closing

- Setting pricing based on deal structure in liaison with the Sales Manager (SM)
- Create and deliver sales presentations/proposals to new and existing customers to sell new or available media space in consultation with SM
- Inform customers of available options for advertisement, artwork and provide visual aids where possible
- Prepare promotional plans, sales literature, media kids and sales contracts, in consultation with SM

- Closing the deal

Client Delivery

- Effective planning to ensure all client deliveries are on track to company standards

Debt Collection

- Collect monies owing from all billing clients in respective country

Reporting

- Daily use of CRM and daily updating thereof
- Individual budget
- New sales
- Renewals
- Sales metrics
- Daily management/daily tasks

Product Feedback

- Customer feedback on existing products
- Customer feedback on sites

Education & Qualifications

- University degree in a relevant field.

Requirements

- Minimum of 7 years B2B sales experience with a minimum of 5 years in the same company
- Previous experience with Sales CRM system
- Track record in cold calling, prospecting and meeting/exceeding sales budget

Reporting To

Country Manager

Driving Licence

Not Required

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