



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
- 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 Regional Sales Manager (RSM)
- Create and deliver sales presentations/proposals to new and existing customers to sell new or available media space in consultation with RSM
- 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 RSM

- 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 the respective country

Reporting

- 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 of sales experience with a minimum of 5 years in the same company
- Previous experience with Sales CRM

Characteristics

Competencies

- Results-oriented, tenacious, self-starter who strategically plans for success
- Demonstrates impeccable financial acumen with passion and drive for success
- Excellent communication skills (verbal and written)
- Proficiency with Microsoft Office programs, including PowerPoint, Word and Excel
- Requires excellent presentation skills (Excel, PowerPoint & Word), aimed at development and delivery)
- Effective team player with the ability to build and maintain positive relationships
- Excellent planning, investigative, analytical and reporting skills
- Experience inputting and retrieving data to develop an understanding of the environment in order to improve results
- Experience with business-to-business relationships
- Strong management skills
- Ability to work in a high-intensity, fast-paced environment
- Ability to meet physical demands of jobs, including travelling in Africa where required

Preferred Skills:

- Destination & Compass – Has written goals, has written strategic plan, writes compelling SMART goals and is committed to them, knows what must be done and why, has a developed action plan and follow the action plan, has determined possible obstacles and has the plan to deal with the obstacles, has checkpoints and debriefs daily, and continuously monitors performance in the division.
- Outlook – Believes in self, company and marketplace and is passionate about learning and growing. Takes responsibility for own success, doesn't externalize, accepts challenges, does not take "no" as a failure, but as an opportunity to succeed.
- Communication – Creates and sustains ongoing forums that encourage two-way communication opportunities; demonstrates and promotes positive prospect, client, and work relationships; proactively addresses and manages conflict and disputes; works to achieve constructive resolution. - Oral Communication - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings. - Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.
- Character - Demonstrates unquestionable integrity in every aspect of work and dealing with others; Consistently models

desired behaviours and values established by the company; Respects the diversity of perspectives in discussions and demonstrates an inclusive style; Demonstrates concerns for job safety for self and others.

- Business Acumen - Doesn't take things personally, knows what to say or do at the appropriate time; Is cool under pressure and is prepared for whatever the prospect or client does or says; Doesn't strategize "on the fly", doesn't over analyze, and stays in the moment; Asks thoughtful questions, displays effective listening, demonstrates value; Is tenacious, maintains continuous contact with stakeholders and role players to establish need(s); Demonstrates effectiveness in linking team to overall completion.
- Results Orientation – Makes fact-based decisions and follows through to completion, analyses and uses data to achieve goals, drives execution, initiates action and follow-ups to successful completion, effectively demonstrates how solutions will solve the problem(s), continuously conducts debriefs and performs pre-call strategies.
- Collaboration - Effectively builds and maintains partnerships within the division, prospects and people at all levels across the company. Contributes to team and company success. Maintains flexibility and reacts to change appropriately. Communicates and shares information with candour that builds trust and enhances relationships.
- Administrative Management - Continuously manages administrative functions to ensure quality and timeliness, manages accurate and timely activity and performance reports, analyses report data to project trends and build forecasts, and maintains accurate and complete client and prospect database.

Reporting To

Country Manager/ Regional Sales Manager

Driving Licence

Not Required

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