



# vatebra

## Job Description

Job Title	Business Manager -Sierra Leone
Job Objective	Responsible for the development and delivery of a fully integrated marketing strategy for the African markets business. This primarily involves developing and implementing strategies for market penetration into new markets, strengthening the company's presence in existing markets and maximize revenues in order to thrive against competitors
Department/Division/Unit	Business Development
Location	Sierra Leone
<b>Reporting Relationships</b>	
Functionally Reports To	Executive Management
Administratively Reports To	Executive Management
Supervises	N/A
<b>Working Relationships</b>	
Internal	Business Managers, Brand & Communication Human Capital Management Finance and Audit
External	Partners, Stakeholders, Clients
<b>Job Duties, Responsibilities and Accountabilities</b>	
<p><b>Key Responsibilities</b></p> <p><b>Strategic:</b></p> <ul style="list-style-type: none"> <li>• Provide strategic direction and leadership in the business expansion in Sierra Leone</li> <li>• Manage the execution of GTM strategy for the Sierra Leone business: Design and implement comprehensive marketing strategies individually tailored for all products in the portfolio suite</li> <li>• Work closely with the Strategy and Business Expansion Department to analyse competitive data on new markets, potential customers, competitors and market segments to gain insight into current and future market opportunities within Sierra Leone</li> <li>• Identify partnership opportunities along the technology value chain for new business development; and lead the execution from initiating contacts, securing appointments, developing proposals, making presentations and negotiating business deal points to contract completion</li> <li>• Partner with OEMs and product development teams in developing customized solutions in line with company and client requirements to ensure that the client's customized solutions are delivered and serviced</li> <li>• Ensure that Service Level Agreements are prepared in collaboration with other team leads in line with business requirements with the aim of achieving operational efficiency and timeliness in products and services delivery</li> </ul> <p><b>Operational Responsibilities</b></p> <ul style="list-style-type: none"> <li>• Plan and execute sales and marketing operations in line with the company budget and growth plans so as to achieve the set revenue targets for each period</li> </ul>	

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<ul style="list-style-type: none"> <li>• Implementation of the Marketing strategy - including campaigns, events, digital marketing, and PR.</li> <li>• Leverage on business contacts to identify new business opportunities, seek out the appropriate contact in the organization, generate leads and organize meetings with prospective clients</li> <li>• Understand the needs of your customers and be able to respond effectively with a plan of how to meet them</li> <li>• Ensure that the marketing objectives are implemented by the marketing team.</li> <li>• Work closely with product development team to define marketing materials and programs</li> <li>• Manage effectively budgetary and human resources within the approved budget priorities and commercial opportunities to solve both internal and external client requirements and achieve minimal cost without compromising quality and standard</li> </ul>		
<b>Key Performance Indicators</b>		
<ul style="list-style-type: none"> <li>• Meeting the revenue budget</li> <li>• Client relationship management and customer satisfaction</li> <li>• Customer retention</li> <li>• New client conversion</li> </ul>	<ul style="list-style-type: none"> <li>• Percentage of overall volume growth</li> <li>• Percentage of new market to total revenue</li> <li>• New product revenue growth</li> </ul>	
<b>Job Specifications</b>		
<b>Educational Qualifications</b>	Minimum of Bachelor's degree in Social Sciences, Computer Science, Computer Engineering Master's degree in Business Administration or any other related discipline will be an added advantage	
<b>Professional Qualifications</b>	Professional qualification in Marketing or any other related Field	
<b>Experience</b>	Minimum of 6 years of Business Development, Strategic Marketing and Client Relationship Management Experience.	
<b>Key Competencies Requirements</b>		
<b>Functional/Technical</b> <ul style="list-style-type: none"> <li>• Excellent leadership and influencing skills</li> <li>• Entrepreneurship spirit with a can-do attitude</li> <li>• Strategic and Analytical thinking</li> <li>• Strong communication and interpersonal skills</li> <li>• Creative skills</li> </ul>	<b>Behavioural</b> <ul style="list-style-type: none"> <li>• Responsibility &amp; Accountability</li> <li>• Professionalism</li> <li>• Courage</li> <li>• Boldness</li> <li>• Respectful for others</li> <li>• Integrity</li> <li>• Passion</li> <li>• Results orientation</li> <li>• Excellence</li> </ul>	<b>Leadership</b> <ul style="list-style-type: none"> <li>• Influence</li> <li>• Managing change</li> <li>• Problem solving</li> <li>• Decision making</li> <li>• Managing and influencing others</li> <li>• Innovation</li> <li>• Setting vision and strategy</li> <li>• Understanding and navigating the organization</li> <li>• Ethics</li> <li>• Drive</li> <li>• Communicating effectively</li> <li>• Developing Others</li> <li>• Building &amp; Maintaining Relationships</li> </ul>
<b>Work Cycle (Hours/Days)</b>		

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Monday - Friday (8.00 a.m. – 5.00 p.m.)	Additional hours outside regular work cycles may be required to meet client and job demands
Travel Requirements	As required to meet job demands
Compensation	Compensation will be divided into two, Fixed pay and commission.