

About VSL TRAVEL

Established in 2004, VSL TRAVEL is one of the most active voices in the Sierra Leone tourism industry. We were set up to provide excellent travel services which enable travelers in, out and around Sierra Leone to do so with ease and assurance that they are in safe and reliable care.

Our mission is to provide the easiest and most professional means of visiting and staying in Sierra Leone, be it for business or pleasure. We want them to leave with the desire to always return.

Opportunity

VSL would like to improve on its overall brand awareness, with particular emphasis on building relationships with key stakeholders within Sierra Leone and the Region in particular. A key objective of the Business Development Officer role will be to create, maintain and develop these business relationships.

Role

- Develop business and marketing plans in coordination with the Managing Director to achieve revenue goals.
- Assist in the company's branding and media communication activities such as press releases, advertisements, marketing collaterals, social media and web site.
- Research the market for identifying new business opportunities. Develop New Products [For e.g itineraries] for existing or new client base
- Explain prospective clients about the advantages of the products or services offered and follow up with them in order to close the business deals.
- Be our customer champion and respond to the client queries regarding the products and services in a timely fashion, send feedback (review) requests, deal with complaints
- Social media marketing - creating content for social media platforms in line with the ethos of the brand.
- Respond to RFQs in a timely fashion (submit bids and proposals)
- Develop business proposals for new and existing customers.

- Develop creative strategies to retain the clients including interviewing them to take their feedback and incorporate it into the growth plan.
- Prepare the annual marketing budget and track the expenses against the budget.
- Develop in-depth knowledge about business development practices, marketing activities, prospective clients and industry trends.
- Maintain a knowledge repository of clients, referrals, RFPs, prospects and presentations.
- Develop strong customer relationships in order to generate a high volume of prospective clients.
- Manage customer calls and appointments effectively for new opportunities.
- Participate in industry forums, client discussions, and conferences as a representative of the organization.
- Determine cross-selling opportunities among different offices.
- Supervise the client relationship management database and utilize it to manage customer contacts and mailing lists.
- Create and send out newsletters
- Hire, train and guide the marketing and business development associates if necessary.

Skills

- Tech friendly. Computers use, mobile app use. CRM experience a definite advantage
- Canva or other design software an advantage
- Excellent communicator - Great written and verbal English. Very comfortable talking on the phone
- Social media scheduling tools for example Zoho or Buffer
- Charismatic, confident individual
- Ability to write blogs would be a huge advantage