



dephics

JOB DESCRIPTION: Sales and Marketing Officer

NUMBER OF POSITIONS: 1 (One)

OFFICE LOCATION: Dar es Salaam

NATURE OF JOB: Full Time

RESPONSIBLE TO: Managing Director

PURPOSE OF THE POST

- To ensure the sales and marketing service is efficiently and effectively delivered in line with business plan expectations and that the service continuously improves to
- meet best practice and customer expectations.
- To set and deliver the annual sales & marketing strategy to develop the Centre's business, and drive sales to meet annual targets for graphics work, website design & development and hosting.
- To collaborate with Dephics Team on cross-selling activity and to ensure consistent presence of the Dephics brand and story within Tanzania's graphics and website design industry.

KEY RESPONSIBILITIES

- To act as the day to day lead for all new sales and marketing activity within Dephics. To provide expert advice both within the company and externally on all aspects of sales and the sales process.
- To be responsible for bringing new clients for Dephics Company, this includes identifying potential clients, establishing good relationships with them and approaching them to work with Dephics.
- To be responsible for the maintaining business with existing customers.
- Work closely with the design and Development Team to ensure that customer's needs are fully met.
- To be the first point of contact and provide an effective administration of incoming and outgoing communications of the company. This shall include among others receiving the calls and emails from clients, responding to them accordingly and on time.
- Co-ordinate and arrange the meetings between clients and designers whenever necessary and making follow ups to clients after the meeting.
- To establish annual sales targets, prepare an implementation plan to meet the targets in the key business areas of the company.
- With support from the Managing Director, to write and execute marketing plans for each relevant product of the company.
- To actively pursue sales leads, accurately record sales opportunities and create the conditions for successful sales conversion.
- To manage existing client relationships and drive repeat business, as well as to track and analyze prospect behavior, identify hot prospect sectors, and implement a successful sales conversion strategy.
- Identify, target, coordinate and represent Dephics Co. Ltd at appropriate networking events, exhibitions, client events and other relevant live marketing channels.
- To manage and create content on Dephics social media pages.

PERSONAL QUALIFICATIONS

CATEGORY	REQUIREMENTS
Education and Qualifications	Holder of an Advanced diploma or Bachelors degree in Sales & Marketing or any other related field from a renowned University.
Experience	<ul style="list-style-type: none"> • Working in a sales and marketing environment for at least 1 years. • Working in a customer focused environment • Working in a web or graphics design environment
Knowledge and Skills	<ul style="list-style-type: none"> • Numerate • Computer Literate • Literate • Customer focused • Excellent time management, able to work under pressure • Self motivated to achieve targets. • Excellent communication skills required orally and written • Excellent Administration skills • Effective working within teams and individually • Able to deal with customers in a positive and constructive way • Ability to represent the company to external agencies • Ability to work in a challenging and diverse environment
Attributes	<ul style="list-style-type: none"> • Efficient and self motivated • Performance driven with initiative to assess complex situations and make decisions quickly and effectively and deliver excellent customer service • Personable and approachable • Respect for all with a commitment to equality and diversity • Calm under pressure • Able to use initiative • Discreet when dealing with confidential information • A positive 'can do' attitude • Ability to take ownership and empower others accordingly • Professional, friendly, honest and open approach • Able and willing to work evenings and weekends when required

APPLICATION:

All applications and qualifications attachments must be sent to career@dephics.co.tz

APPLICATION DEADLINE: 14th August 2017

NOTE:

Only shortlisted candidates will be contacted, by 21st August, (news will be posted at <http://dephics.co.tz/blog/>) and selected candidate is expected to start his assignments from 1st Sept.