



Sales and Marketing Manager Job Application

MobiCash, a leading Fintech company, provides integrated payment solutions that address the use of technology to enable people who are not served by financial institutions to start using financial services without having to access them through traditional bank branches.

We are looking for an organized sales and marketing manager to assist in the advertising and selling of our company's products and to create competitive advantages for our company in the market industry. The sales and marketing manager's responsibilities include generating unique sales plans, creating engaging advertisements, emails, and promotional literature, developing pricing strategies, and meeting marketing and sales human resource objectives. The sales and marketing manager represents the company's brand and drives strategies to increase product awareness by observing the market, competitors, and industry trends.

To be a successful sales and marketing manager, you should have strong interpersonal, leadership, and communication skills. You should also possess an in-depth knowledge and understanding of sales and marketing.

Sales and Marketing Manager Responsibilities:

- Promoting the company's existing brands and introducing new products to the market.
- Analyzing budgets, preparing annual budget plans, scheduling expenditures, and ensuring that the sales team meets their quotas and goals.
- Researching and developing marketing opportunities and plans, understanding consumer requirements, identifying market trends, and suggesting system improvements to achieve the company's marketing goals.
- Gathering, investigating, and summarizing market data and trends to draft reports.
- Implementing new sales plans and advertising.
- Recruiting, training, scheduling, coaching, and managing marketing and sales teams to meet sales and marketing human resource objectives.
- Maintaining relationships with important clients by making regular visits, understanding their needs, and anticipating new marketing opportunities.
- Staying current in the industry by attending educational opportunities, conferences, and workshops, reading publications, and maintaining personal and professional networks.
- Offer negotiation and contract preparation.
- Technical sales experience- Ability to comprehend tech ideas.
- Computer literacy is mandatory



Sales and Marketing Manager Requirements:

- A bachelor's degree in marketing, Business Administration, or related field.
- 3-5 years experience in, marketing, sales or management.
- Understanding and knowledge of sales and marketing.
- Strong analytical, organizational, and creative thinking skills.
- Excellent oral and written communication in English, French and Kinyarwanda, interpersonal, and customer service skills.
- Knowledge of data analysis and report writing.
- The ability to understand and follow company policies and procedures.
- The ability to work under pressure, and with minimal supervision.

All qualified candidates should submit their applications via email hr@mobicashonline.com by June, 28th 2022 clearly indicating in the Subject line: Application for the Sales and Marketing Manager Position.

The application should include a resume, application letter, qualification documents and official identification.

Only shortlisted candidates will be contacted.