

FUNCTION DEFINITION – Marketing executive

JOB TITLE: Marketing Executive

DEPARTMENT: Sales

REPORTS DIRECTLY TO: Branch Manager / Country Sales Manager

PURPOSE (State the major objective of the position)

- To sell the company's products and services
 - To represent the company at all times
 - To find more clients consistently
 - To identify prospects and maintaining relationships with clients
 - Has full responsibility for the transaction – from quotations, Payments to finalizing of installation

DUTIES (List the major responsibilities of the job holder)

- Complying with company policies, procedures and standards
- Selling company products and services
- Establishing customer relations at all levels
- Reporting on competitors Activities
- Anchoring and maintaining the showroom standards
- Complying with the Discount polices – following SM-01 Discount Policy
- Prospecting for new clients and sharing of filers and brochures
- Taking measurement on site, confirmation and free consultation
- Preparing clients files to the service office
- Checking Quotations as well as ensuring that the same was made base on the confirmation forms and converting them to sales

- Leading the installation team to the site, checking on the Installation team, and installation completions
- Following up on All leads such Exhibition, Web site, etc
- Negotiating sales transactions to close sales deals in accordance with approved guidelines
- Maintaining effective business relationships with customers
- Ensuring the achievement of maximum quality of services by prioritizing customer focus at all times
- Ensuring that his or her sales targets are achieved
- Visiting clients' sites or offices from time to time to follow up on new projects or business
- Reporting on all activities to branch manager and country sales manager
- Performing any other duty that may be assigned to by your direct manager or GM

DEPARTMENTAL RELATIONS (Describe level and nature of contacts with other departments in the company).

- Work with the Account Officer on all clients' invoicing and payment related issues
- Constantly work with the Service department ensuring that clients are getting the desired services.
- Constantly work with Installation teams ensuring that clients are getting the desired services.
- Work with the branch secretary
- Liaise with managers to understand the scope of service delivery, activity and commitments suitable for clients

EXTERNAL RELATIONS (Describe level and nature of contacts outside the company)

- Maintain contact with both existing and prospective clients
- Maintain contact with strategic consultants, architects, engineers and constructors pertaining to specific client areas
- Maintain contact with Foremen, masons, carpenters and other related artisans

RESPONSIBILITY FOR ASSETS (Describes type of assets directly handled)

- Keeps confidential data pertaining to business leads, client discount, company's data agreements and pricing schedules
- Responsible for the safe keeping of company's asset, computer, client cheques or asset and all critical work data contained
- Keeps sensitive business agreements and schedules

COMPETENCIES

EDUCATIONAL QUALIFICATIONS (State minimum entry level qualifications required for the position).

- Minimum Diploma Certificate or Related
- Professional qualifications in Marketing and Sales
- Fluent in English and Swahili
- Technical sense, minimal technical understanding

TECHNICAL (State key job knowledge / skills required by the position)

- Ability to work with little or no supervision while achieving desired results.
- Able to deliver business value to customers.
- Strong presentation skills
- Excellent communication skills, both written and verbal
- Excellent client service skills and good interpersonal skills
- Excellent negotiation skills
- Ability to meet strict deadlines

EXECUTIVE

Ability to coordinate all core activities involved in closing a business deal end-to-end.

PERSONALITY (State key personal attributes required by the position)

- Must be highly dependable and trustworthy
- Confidentiality – ability to keep confidential information and trade secrets
- Must be self-motivated and confident in all aspects
- Ability to pay attention to details
- Must be highly presentable at all times
- Ability to achieve results
- Must be very diligent and be ready to take up challenge
- Must be punctual