

Digital Marketing and Telesales Manager

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Company: NFT Consult

Location: Kampala

Category: business-and-financial-operations

Job Description

Department: Sales

PositionDigital Marketing and Telesales Manager

Reporting toGeneral Manager

About the Company

Our clients Vision is to build a world where people take control of their environment in rewarding and sustainable ways. The organization does this by developing and commercializing life-changing technology that solves the biggest daily challenges for the world's 570 million smallholder farming households. We are the largest distributor of solar water pumps / solar irrigation for smallholder farmers in Africa and were selected by Fast Company as one of the World's Most Innovative Companies in 2021. Here is a good explainer video recently made by CNBC. Over the last 5 years, the company has grown significantly and now employs 400+ people around the world.

About the Role

Reporting to the Head of Sales and Training, the ideal candidate will head up our growing Telesales team. As a Telesales Team Lead, they will be responsible for setting weekly and monthly sales targets, training new Telesales staff, designing and implementing sales strategies, monitoring the key performance indicators of the sales team, and handling escalated customer complaints.

To ensure success as a Telesales Team Lead, they should have experience with Telesales, advanced managerial skills, and the ability to multitask. A top-notch Telesales Team Lead

provides strong guidance and assistance to the Telesales team, ultimately boosting company sales.

Responsibilities

Digital marketing Prioritise platforms and develop strategies to enhance customer engagement as well as ROI Plan, implement, evaluate and report on the impact of multiple digital marketing campaigns rolled out across various platforms Ensure all digital marketing initiatives are delivered within the required timelines and budgetary allocation Participate in forming effective paid search strategies and oversee accounts on search platforms (e.g. Google Ad Words, YouTube, etc) Plan, execute, monitor & optimize keyword selection and audience targeting Write attractive and concise copy for adverts Manage the curation of social media content across different platforms Handle queries on social media platforms and ensure customers perceive the brand in a positive way Handle social media listening in terms of using platforms such as Google alerts to inform the team whenever the brand keywords are mentioned Constantly optimize the social media and other digital platforms Assist in posting and optimizing Google My Business profiles for company Create social media content and assist in conducting Facebook/Instagram live and stories Ensure smooth sharing of leads to the internal systems built for easy accessibility by the sales team

Team Management Curate and develop team KPIs to ensure delivery of company sales targets Motivate and empower Telesales and Digital Marketing Agents to achieve personal as well as team KPIs Have weekly check-ins with the team to check on their pulse and also get to receive and give constructive feedback Escalate any discrepancies that may arise that will affect team performance

Training, onboarding, and training Develop a robust plan that will tie into the personal development and learning of the Telesales and Digital Marketing teams for the purpose of improvement and efficiency Have a quarterly review of all training needs of the team and collaborate with trainers for execution. Buddy up with the newbies joining the company Telesales and Digital Marketing Team to ensure that they are set up for success.

Performance Management Ensure that the team have clearly laid out metrics to measure their performance and have that quantified to mid and end of year reviews Have secondary documentation that will tie into the check-ins and engagement of the team members to measure team satisfaction and also curb on attrition rate. Forecast on the team blockers that may

affect their performance so as to ensure they are all set up for success.

Team Support Handle all customer escalations that may have been difficult to be handled by the teams or needed special attention Compile and present a high-level sales report to showcase needed deliverables of the team members. Maintain customer relationships and also carry the company's brand.

Does this sound like you?

Bachelor's degree in Marketing, communication, or any other related field.

Previous experience working in the Telesales Department with proven aptitude to lead and manage teams.

Experience managing/moderating digital marketing platforms as well as business communication platforms

Strong managerial and sales skills

Good verbal and written communication skills

Ability to work well under pressure

Ability to write and present high-level strategic reports

Strong organizational skills

Ability to quickly learn new skills, systems, and procedures

Experience with Google Suite, Salesforce, Teamworks, and other CRM systems

Thrive in resources constrained environments

Have discretion in using budgetary allocation for the department

A proven record of ability to achieve through others

Ability to handle multiple projects at the same time

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