

Field Marketing Officers

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Company: Watu

Location: Luweero

Category: other-general

Work Description - Marketing Officer Job Purpose: Responsible for the implementation and execution of field marketing campaigns. You will work closely with the Marketing Sales and Manager to promote/ create awareness, generate leads and create upselling opportunities. The goal is to ensure that the marketing efforts of the company add the highest value to its business. Key Specific Duties include: Represent Watu Credit Ltd in the field and implement the Company's marketing strategy. Good understanding of company policies and procedures. Develop robust knowledge of all products and services Develop positive relationships with existing clients for repeat business Generate new customer leads through approaching clients during field visits: Conducting detailed and comprehensive product presentation Handling customer feedback and queries Answering questions from potential clients expressing interest in financing products. Following up on potential leads and converting the lead to a customer Provide daily reports and feedback on field activities to key stakeholders, including local market opportunities, competitor activities and customer intelligence. Organize a calendar of marketing events such as workshops, promotions, roadshows etc. Participate and assist on the following: Product & service marketing Promotional campaigns Roadshows and other marketing campaign events Perform market research to establish the best way to reach target groups. Handle company resources responsibly and record/track expenses in an organized manner. Maintain & promote Stakeholder Relationships: Dealerships, Stage Chairmen, Community Leaders. Perform any other duties assigned to you from your supervisor from time to time. Being able to ride a motor bike with a valid riding permit Class A is an added advantage. Powered by JazzHR

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