

## Product Sales Representative

### Major Responsibilities

- Studying the company's products and their benefits for users
- Developing effective marketing strategies and plans
- Working with design, acquisition and other teams to promote & sale of products and services
- Translate technical details into benefits for the user
- Follow and analyze market trends to position products
- Develop product marketing strategies (pricing, advertising, product launching)
- Work with various teams (design, content, acquisition, product, sales) to implement strategies
- Test marketing product features, releases and ad copy
- Evaluate projects using relevant KPIs and feedbacks.
- Any other assignments as assigned by the management from time to time

### JOB / PERSON SPECIFICATION:

#### QUALIFICATIONS AND EDUCATION REQUIREMENTS

- Bachelors in Marketing, Communications or similar field with minimum 2 years of working experience
- Proven experience as a Product Marketing & Sales, Brand Management or similar role
- Preferable background: **Airline Ticketing Sales, Utility bills payment; Mobile money, Events and ticketing**
- Familiar with product marketing tactics (e.g. integrated marketing campaigns)

#### FUNCTIONAL SKILLS

- Negotiation skills
- Communication skills
- Interpersonal skills
- Analytical and numerical skills
- Working knowledge of web analytics tools (Google Analytics, Web Trends)