

Division: Enterprise Business
Department: Commercial Enablement
Location: Accra
Position: Supervisory Contractor, Fixed Broadband
Level: Direct Contract
Reports to: Manager, EB Product Planning & Development

Job Summary:

Manage existing and new products and services within the SME & Public Sector portfolio to achieve EBD Segment revenue targets in line with overall MTN business objectives. Undertake Product performance appraisals regularly to ensure revenue generation, product health and innovation in the portfolio are on track. Ensure new innovations within SME & Public Sector space generate optimal revenues and sales / market impact as well as a smooth on-boarding process for customers. Drive initiatives to reduce churn, improve revenue and improve tailored solutions to segment.

Job Role

- Develop the relevant and targeted marketing strategies for SME & Public Sector segment
- Develop & launch new products in SME & Public Sector space considering the full marketing mix
- Manage existing products to ensure optimal performance is derived (Promos/Offer, improvements, bundling, retirement etc)
- Plan & deliver product and services which meet specified performance and cost criteria as per the approved business case
- Drive proposition creation within the SME & Public Sector segment
- Select, manage and maintain relationships with high quality, professional service providers
- Manage segment (Churn, revenue, segment performance, revenue, ARPU, usage, customer insights etc)
- Drive collaborative market stimulating innovative activities in conjunction with SME& Public Sector sales teams.
- Track and monitor compliance of SME & Public Sector services in line with regulatory framework.
- Ensure best GTM practices are maintained for new and existing products to yield ROI
- Perform extensive and thorough product management on existing and new product portfolio to generate incremental revenue

Education

- Minimum of a Degree in Marketing, Business or Information Technology

Experience

Experience:

- Minimum of 2 years' experience in IT, Telecom, Product Development, SME proposition creation, Enterprise pre-sales management
- Basic knowledge and skills in Products / Services, Quality Control and Process Improvement & Management

Professional/Technical competencies:

- In depth knowledge of the market and industry
- Knowledge of the range of the content provider & Digital advertising partners
- Understanding of technology and services
- Knowledge of standard office practices and procedures
- Good working knowledge of Microsoft office (Word, Excel, PowerPoint, Outlook)
- Knowledge in analytics and reporting

Skills / physical competencies:

- Team player/builder, Self-starter, results oriented
- Excellent customer service
- Strong verbal and written communication skills
- Strong time management and organizational skills
- Detail oriented with strong administrative follow-up and follow-through
- Strong interpersonal skills
- Demonstrated analytical, negotiating, and problem-solving skills
- Presentation skills
- Financial literate
- IT literacy

Behavioural qualities:

Must live the **MTN Values** of

- Can Do; Integrity; leadership; Innovation; Relationships

Must Live the **MTN Vital Behaviours** of;

Complete Candor, Complete Accountability, Active Collaboration and Get it Done

How to Apply

Interested and qualified applicants should send their Curriculum Vitae **by 10th February 2020** to:

Email: MTNGhanaRecruitment@mtn.com

Kindly indicate the Position in the email subject and note that only shortlisted applicants will be contacted. **'No late submissions will be considered'**

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