

TERMS OF REFERENCE / JOB DESCRIPTION

Job Code: SAINEF/2021/ENLJMACOMM03

Post Title: Entry Level Marketing and Communications Officer

Project Title: Oversee The Launch and Management of New Products and Services to achieve profitability targets.

Duty Location: Kairaba Avenue, SAINEF Headquarters, Next to Qcell

Project Duration: Six Months Probations / Progression into a Full-Time Permanent Employee.

Responsible to: : CEO / CTO / Operation Officer

Background:

SAINEF formerly known as Power Vision Solutions was founded in February 2018 with the main purpose of solving Africa's biggest challenges through technology. SAINEF exists today helping organizations ranging from small and medium-size to large organizations run their operations efficiently and effectively with inbuilt technologies that allow for a smoother operation.

The marketing and communications officer will be responsible for the development and overseeing all of SAINEF marketing and communications strategies. This individual will assist and oversee the formation of goals, strategies, and implementation plans to execute comprehensive marketing campaigns.

The successful applicant will promote the creation, enhancement, and development programs to promote SAINEF products and services. Some marketing goals will include but are not limited to business development, creating marketing materials to generate sales, proposing SAINEF products ideas to potential clients, and strategically positioning the company as a trusted source for customized software applications while also establishing the company's status as an industry leader. The marketing and communications Officer will also oversee the launch and managing of new products, services, and associated products of SAINEF to meet profitability goals and targets.

The individual will brainstorm with the whole team to develop relevant material, and report each day's tasks to the CTO / operation Manager.

The ideal applicant must have an impressive track record of excellence in communications or a similar field, as well as exceptional writing and verbal communication abilities.

Preference will be given to the individual who has experience and skills in sales and Impressive writing skills.

Responsibility

- Prepare project proposals
- Write, edit, and distribute content, including publications, press releases, website content, annual reports, speeches, and other marketing material that communicates the organization's activities, products, and/or services.
- Design, and distribute flyers and newsletters to our target demographic both online and offline.
- Work with communications team members to conceptualize and implement communications strategies and campaigns
- Evaluating and reporting of Customer Survey Results
- Seek opportunities to improve the brand's reputation and plan publicity events as needed, while still meeting profitability objectives and targets.
- Promote communications and marketing materials through appropriate social channels
- Ensure that all communications and marketing material aligns with brand standards
- Develop a pipeline of customers who express interest in the product and prepare quotes
- Answer any questions and provide basic product training to potential customers
- Stay abreast of market changes with technology and attend necessary conferences
- Follow & Closing the Deals
- Networking
- Learning SAINEF Product & Services
- gain an understanding of customers' diverse and specific business needs and apply product knowledge to meet them
- ensure the quality of service by developing a thorough and detailed knowledge of technical specifications and other features of employers' systems and processes, and then documenting them
- carry out cold and warm calling to create interest in products and services, generate new business leads, and arrange meetings

Qualification / Requirements

- Bachelor's degree in marketing, advertising, sales, or business administration, or related field relevant to SAINEF communications activities
- Minimum of two years relevant experience in a communications role
- Proficient in Microsoft Office, content development, and social media platforms
- Knowledge of desktop and online publishing software (InDesign/Photoshop/Canva/Miro)
- Resourceful and take initiative even when given minimal direction
- Proper time management capabilities and ability to juggle several tasks concurrently
- Established and maintain effective/ collaborative relationships with team
- Solid negotiation, conflict resolution, and people management skills.

Skills & Ability

Technical Skills

- Excellent communication skills in writing
- Excellent presentation abilities, as well as a professional telephone demeanor
- Verbal communication capabilities that are clear, compelling, and impactful
- Story Teller
- The ability to influence and negotiate with others.
- Commercial awareness.
- Content Creation
- SEO & SEM
- CRM
- Proficient in Microsoft Office
- Social Media
- Basic Design Skills
- Good IT skills
- Knowledge of desktop and online publishing software (InDesign/Photoshop/Canva/Miro)

Soft Skills

- Ability to prioritize and plan effectively
- Excellent interpersonal skills
- Creativity and Problem-Solving
- Ability to handle multiple tasks and deadline
- Attention to details

Additional Information

- Confidentiality

Preferred applicants are advised that the selection process is confidential. Any inquiries or requests for information or documents about the selection process should be sent to the address mentioned below. Applicants are requested to report any possible change in contact information in writing without delay.

- Application Details

Your CV (no more than 2 to 3 pages) and with a covering letter should be forwarded to Sheikh Tijan (**Operation Manager**) at shfolawiyo@sainef.com, by no later than **November 30th, 2021**, quoting ref: ENLJMACOMM Officer in the email subject line. Your pay expectations, notice period/available start date, and where you saw the job advertisement should all be included in your letter.

- General responsibilities

- Takes personal responsibility for any health and safety issues and obligations
- Upholds all aspects of Company policies and procedures and legal requirements concerning personal conduct

- Contractual details

Start date: Not Defined

Length: Permanent

Location: SAINEF Headquarters, Next to Qcell

Salary scale: Not defined

Work Hours: 60 hours a week

Probation: Six months, with a potential progression into a full-time permanent employee.

Please Note:

Early submissions are strongly encouraged since, owing to time constraints, we may begin interviewing before the closing date (although we will not issue any offers until after that date and all candidates have had the opportunity to submit their applications by the specified deadline).

Also, this document will not remain static but will be updated in response to new developments as well as SAINEF goals and objectives.