

Sales & Marketing Manager, KI-EC and Mobile Gaborone

This is a fantastic opportunity to set up a new international marketing team in a disruptive Mobile Network Integrator with technology made in Germany.

Sector- Technology

Location- Near Hamburg, Germany

Salary & Benefits- to be negotiated

Job Type- Sales & Marketing Manager, Full-time, Permanent

As the Sales & Marketing Manager, you will support our Roll-Out Team, drive our Branding and the Marketing of our local operator.

We have two positions available and are looking for skilled high performers, who make the impossible possible and have a strong can-do attitude.

You will have 3+ years' experience working in marketing and communications, ideally within a high-growth technology company.

You will be comfortable working in a fast-paced, energetic work environment where company structures and roles are dynamic, and you are happy to get involved across projects as required.

The Company:

Launched in April 2009 / 2020 is using a disruptive Access Network Technology a 5G Alternative made in Germany, with a great global potential and only few competitors. We are rolling out our network in South Africa, Botswana and Nigeria.

The Sales & Marketing Manager role:

- Design of website for Integrator
- Marketing Collateral and Strategy for Site Acquisition Team !
- Design of Contracts for Tower and T.-R. Sites
- Branding Integrator and Local Operator
 - Design Brand Name & Logo
 - Setup of local company
 - Corporate Branding (caps, pens, paper, website, jackets, T-Shirts, business cards)
- Marketing Local Operator
 - Market Analysis Competition, Pricing, Promotion
 - Price Structure for family & corporation bundles etc.
 - Sales Strategy
 - Preparation of Business Plans
 - Design, Operation and Maintenance of Websites for Local Operator
- Design Direct End Customer Marketing

- Design Direct End Customer Contract
- Design of Direct End Customer Contracts
- Preparation of Direct End Customer CRM System
- SEO (google etc.)
- Outdoor Pylons for Roundabouts
- Promotion Material (see Vodafone Flyer fixed + mobile solution etc.)
- Design of youtube, facebook site
- Website for Operator with added download & payment functionality

The Ideal Candidate for the Sales & Marketing Manager role:

- Bachelor's or Master's degree
- Excellent communication, written and time management skills
- Background in Telecommunication and IT
- Experienced in multicultural, international environment
- Motivated self-starter with a strong attention to detail who is ready to make a real impact in a fast-growing company
- Excited by the environment a start-up presents