



We are Hiring –

We are seeking for a results-oriented individual as **Sales and Marketing Executive** to develop and manage all aspects of the sales and marketing function to achieve sales goals and drive growth for the company. To implement strong and innovative strategies to promote the business brand, products and services.

RESPONSIBILITIES

- Contribute to the development and implementation of sales and marketing strategies that align with company goals and objectives.
 - Conduct extensive research on competitors' products.
 - Design and implement marketing plans for company products.
 - Create and oversee marketing and sales campaigns.
 - Collaborate with other departments to ensure sales and marketing efforts are aligned with product offerings and customer needs
 - Develop and maintain relationships with key customers and industry partners
 - Conduct market research and analysis to identify new opportunities and trends. This include understanding consumer needs and requirements, identifying market trends, and suggesting system improvements to achieve the company's marketing goals.
 - Participate in industry events and conferences to stay up-to-date on industry developments, as well as showcase Oak Insurance at such events for potential clients.
 - Manage team budget and allocate resources effectively
 - Prepare annual budget plans, schedule expenditures, and ensure that the sales quota and goals are met.
 - Maintain relationships with important clients by making regular visits, understand their needs, and anticipate new marketing opportunities.
 - Negotiate deals with the clients, take feedbacks from the them and handle complaints of the clients
 - Create and publish marketing materials in line with marketing plans.
 - Track sales data to ensure the company meets sales quotas
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- Prepare and submit monthly reports on the performance of sales and marketing campaigns.
- Prepare and submit weekly status report.

QUALIFICATIONS

- Bachelor's degree in Marketing / Business Administration or related field.
- Professional certification in Sales and Marketing such as a Chartered Marketer status from the Chartered Institute of Marketing (CIM).

EXPERIENCE

- Proven work experience as Sales and Marketing Executive or a similar position preferably in an Insurance Company

TECHNICAL COMPETENCIES

- Demonstrate excellent knowledge of various marketing tactics
- Understanding and Knowledge of Customer Relationship
- Demonstrate excellent leadership Skills
- Good Negotiation and Sales Skills
- Project Management Skills
- A result – driven and organized individual.

BEHAVIORAL COMPETENCIES

- Accountability
- Teamwork
- Time Management
- Interpersonal Support
- Perseverance
- Motivating
- Communication Skills
- Attention to detail

Interested Applicants should send their CVs via email to q.manu@akofisgroup.com before close of business Friday, 13th December 2024.