

RE-ADVERTISEMENT VACANCY ANNOUNCEMENT

Rwanda Broadcasting Agency (RBA) is a Public Broadcaster established by the Law No 42/2013 of 16/06/2013. RBA carries out its activities with a mission to be at the forefront of engaging audiences with quality information, programs, and multimedia services. In order to fulfill its mission, the management of RBA is looking to recruit experienced, self motivated and hard working candidate to fill the following vacant position:

SALES AND ADVERTISING MANAGER

NUMBER OF POSITION: (01)

KEY RESPONSIBILITIES AND ATTRIBUTIONS:

- Think creatively and generate original ideas which produce revenue within the media sales strategy designed by the Marketing Manager and approved by the Division Manager of Marketing and Business development;
- To provide guidance and support to the Division manager of Marketing in the design of an annual fundraising plan;
- To establish income targets in coordination with senior executives and provide information and guidance to prepare annual plans;
- Be assertive and challenge convention, so that new sales, marketing and sponsorship deals can be effectively harnessed to increase revenues for RBA;
- Create a positive, competitive and ambitious environment for the sales and marketing team, creating a spirit that drives exceptional sales targets and rewards over achievement;
- To be decisive in all aspects of delivery, while providing an intelligent and strategic approach to planning new business;
- Plan and deliver promotional events that effectively develop the profile of RBA and increase sales opportunities;
- Build close relationships that are beneficial for RBA with key clients to leverage greater income from long-term and strategic sales deals;
- Understand and support the public service ethos of RBA;
- Build new business in the region, and display high ethical standards;
- Provide a sound evaluation of the sales and marketing environment in Rwanda, creating sales offerings and packages that exploit opportunities to the most effective;
- Have the ability to build new business and income for RBA in the Rwandan context, understanding what tools will be needed to establish information, gain new clients and provide intelligence on the habits, needs and interests of audiences across the country.

- Build a profile of potential core clients while also expanding the opportunity to attract smaller, first time broadcast advertisers;
- Create incentive packages for all sales and marketing staff, with the approval of the senior management team, so that incentives are provided in sufficient amounts to meet or exceed agreed targets;
- Have attention to detail, and also a successful track record in Sales and Marketing; Continually achieve monthly sales targets;
- Exhibit outstanding team relationship and people skills both internally as well as externally;
- Responsible for driving sales across RBA network;
- Developing and mentoring an energetic and dynamic sales team;
- Organizing relevant sales activity reports;
- Maintaining, developing and growing direct management and agency business;
- Driving the collection process for credit sales;
- Conducting regular training sessions with sales staff and where necessary organizing relevant external courses;
- Back checking the activities of all sales personnel;
- Perform other duties assigned by the immediate supervisor.

SKILLS AND KNOWLEDGE REQUIRED

- Strong commercial awareness and strong client liaison and negotiation skills,
- Extensive understanding of the media industry,
- Excellent leadership, planning and management skills,
- Ability to consistently perform under pressure, Passion for excellence in his/her work,
- Must have experience of sales, marketing, or branding,
- Ability to effectively liaise and build relationships with various stakeholders,
- Excellent communication and interpersonal skills,
- Ability to work under tight deadlines and pressure,
- English Proficiency, French, Kinyarwanda and Swahili would be advantageous.

QUALIFICATIONS:

Degree in any field with 3yrs working experience in Sales and marketing at a managerial/supervisory level.

HOW TO APPLY:

Applications should be addressed to: The Director General of RBA, P.O Box 83, RBA Kigali Headquarters Kigali/Kacyiru. Or submit your application by email through online at (info@rba.co.rw). Closing Date for Applications: Thursday, 27th July 2017 by 4.00 pm.

Documents required

If you think you have the character and experience to work in this demanding environment, complete the ***application form, photocopy of Degrees and/or Diploma, Detailed CV duly signed by the applicant, photocopies of ID or passport and Proof of experience***. Candidates will be requested to show the original documents before any final decision is made.

NB:

-Candidates with Degree/Diploma from abroad should bring the Equivalence from High Education Council (HEC);

-Application without all the above requirements will not be considered;

-Application materials will not be returned;

-Please note that only short-listed candidates meeting the required qualifications will be contacted.

Arthur ASIIMWE

Director General/RBA