



Business Development Lead

AfroMum is a leading online publication for African Women providing insights, opinion, advice, reviews, news and information on Parenting, Lifestyle, Technology and Entrepreneurship. We also use our online platform and online channels to highlight issues affecting women, girls and children giving a voice to victims of various injustices.

AfroMum is changing the online space by creating safe space where women can read, share and interact with one another. We seek a smart dedicated and passionate individual to join our team and help us improve the lives of women in Africa

The Position

We are looking for an ambitious and energetic Business Development Lead to help us expand our clientele. You will be the face of the company and will have the dedication to create and apply an effective sales strategy.

The goal is to drive sustainable financial growth through boosting sales and forging strong relationships with clients.

Responsibilities:

- Support business development initiatives that are consistent with company's mission and objectives.
- Active outreach to targeted client accounts to sell, upsell and maintain positive relationships.
- Conceptualize and execute new revenue generation products and services that are consistent with the company's mission and objectives
- Prepare and submit a company profile, rate card, sales proposals, pricing and service agreements for AfroMum
- Monitor competition by gathering current market place information, pricing, new products and initiatives.
- Conduct timely and accurate reporting of leads, proposals, etc., to monitor goals against actual results.
- Develop a growth strategy focused both on financial gain and customer satisfaction
- Conduct desk research to identify new markets and customer needs
- Arrange business meetings with prospective clients
- Promote the company's products/services addressing or predicting clients' objectives
- Keep records of sales, revenue, invoices etc.
- Provide trustworthy feedback and after-sales support
- Build long-term relationships with new and existing customers
- Liaise closely with the Editor and CEO to ensure that client's needs are met satisfactorily
- Submit weekly and monthly reports on leads, proposals and actual sales.

Requirements

- Proven working experience as a business development manager, sales executive or a relevant role
- Proven sales track record
- Experience in customer support is a plus
- Proficiency in MS Office
- Proficiency in English
- Market knowledge
- Communication and negotiation skills
- Ability to build rapport
- Time management and planning skills

We are only accepting CVs shared directly by applicants; please submit your CV and relevant work examples to afromumke@gmail.com with the subject Business Development Lead

Feel free to check out our website: <https://www.afromum.com>