



Campaigns Operations & Execution Specialist

Dar Es Salaam, Tanzania, United Republic of

Job Description

What you'll do

Role purpose:

- Implement and execute a customer value management strategy to maximize customer lifetime value and the contribution of the customer base to overall services revenue. Lead business transformation to embed CVM and data driven decision-making principles in areas impacting customers' satisfaction and profitability.

Key accountabilities and decision ownership

- Collaborate with product owners and other stakeholders for gathering requirements and translating them into campaigns after doing a feasibility check and preparation of business requirement specification (BRS)
- Campaign configuration, User Acceptance Testing(UAT), business rules validation, prioritization, launch & post launch monitoring

Reporting:

- Support the availability of data for reporting of CVM campaigns and initiatives performance.
- Do regular review of campaign platform, capabilities, integrations, and channels with technical/business teams to give recommendation on future enhancements and improvements to support business needs.
- Implement and manage a holistic blueprint for campaign management & fulfilment by scoping out the data-mart layer all the way to the fulfilment layer.

- Integrate output through campaign management, charging and fulfilment platforms, by translating CVM objectives to IT / Technical teams.

Key performance indicators :

- Timely availability of data for reporting of CVM campaigns and initiatives performance.
- Below the line Product performance management
- Stakeholder alignment and quality of support

Core competencies, knowledge and experience

- Excellent business acumen and understanding of the role of the capability in contributing to business value
- Strong data analytics experience
- Strong stakeholder management skills
- Ability to anticipate customer, competitor and market dynamics
- Systemic problem solver adept at implementing solutions to solve root cause of problems

Must have technical/professional qualifications:

- University Degree in degree in Business administration, Computer Engineering/Science, IT or related fields
- Outstanding systems integration skills, understanding customer data(data-mart) and systems integration in campaign platform
- Strong SQL skills with experience in relational OLTP database models (OLAP is a plus)
- Prior experience of telecom industry is a bonus.

Not a perfect fit?

Worried that you don't meet all the desired criteria exactly? At Vodafone we are passionate about Inclusion for All and creating a workplace where everyone can thrive, whatever their personal or professional background. If you're excited about this role but your experience doesn't align exactly with every part of the job description, we encourage you to apply as you may be the right candidate for this role or another role, and our recruitment team can help you see how your skills fit in.

Who we are

You may have already heard of Vodafone - We're a leading Telecommunications company in Europe and Africa. But what you might not know is that we are continuously investing in new technologies to improve the lives of millions of customers, businesses and people around the world, creating a better future for everyone.

As part of our global family, whether that's Vodafone, Vodacom or _VOIS, you'll feel a sense of pride and purpose as you contribute to our culture of innovation. We pursue equality of opportunity and inclusion for all candidates through our employment policies and practices. We recognise and celebrate the importance of diversity and inclusivity in our workspace and we do not tolerate any form of discrimination especially related to but not limited to race, colour, age, veteran status, gender identification, sexual orientation, pregnancy, ethnicity, disability, religion, political affiliation, trade union membership, nationality, indigenous status, medical condition, HIV status, social origin, cultural background, social, or marital status.

Together we can.

To Apply, [**CLICK HERE**](#)



Consumer Business Unit Director
Dar Es Salaam, Tanzania, United Republic of

Job Description

What you'll do

Vodacom Tanzania Plc is looking for a dynamic and creative individual who enjoys working in a fast paced and highly competitive environment to join its Executive Management Team (reporting to the Managing Director) with specific responsibility for Consumer Business Unit.

The purpose of the role is to create significant value for Vodacom Tanzania Plc by translating the Vodacom Commercial Strategy and implement the Commercial agenda for Vodacom Tanzania Plc.

Responsible for the Consumer Business Unit function, the role would lead Brand, Customer Value Management, Pricing, Customer Insight and Analytics, Consumer Segmentation and Proposition, Voice, Data, SMS VAS & Content, International Business & roaming, Terminals, Sales & Distribution, Digital, Strategy and Governance.

Developing long term consumer strategy across all regions to deliver budget & LRP targets, creating guidance on CBU focus areas for budget targets

Ensure delivery of CBU Priorities across Vodacom Tanzania Plc.

Performance KPIs:

1. Revenue and Subs market share, Vodacom Tanzania Plc revenue targets, Vodacom Tanzania Plc subscribers' targets
2. Commercial costs and efficiency, Contribution margin / P&L, CVM contribution to CBU, Consumer NPS, Priority segment market share, Brand Health
3. Analyzing and monitoring consumer business performance vs targets
4. Consulting on CVM, Loyalty programmes, Business Intelligence modes, Products and Pricing, Terminals and Roaming tariffs.
5. Represent CBU and act on behalf of Vodacom Tanzania Plc to Vodacom Group.

6. Through providing guidance, support and deep analytics on strategies and creating and sharing best practice.
7. Building people and technical capacity across the CBU in key commercial areas (CVM, Brand, Big Data and Analytics, consumer segments, VAS/Content & Pricing).
8. Through the agile squads, lead the digital transformation of CBU sales and distribution and operations.
9. Analyze CBU operations to evaluate performance in meeting objectives or to determine areas of potential cost reduction, program improvement, or policy change.
10. Direct, plan, and implement policies, objectives, or activities to ensure continuing operations, to maximize returns on investments.
11. Direct activities of business units with pricing, products and related commercial activities.
12. Direct and coordinate CBU units to maximize investment and increase efficiency.
13. Direct human resources activities including resourcing and retention, talent and change management.

Qualifications:

University Graduate in an B.Com, economics or business discipline.

Post graduate management qualification (ie; MBA) is essential.

12+years solid experience in sales/commercial/technical operations functions essential

Seasoned business management experience with minimum of 5 years' experience

operating at Executive / Director level in telecommunications or FMCG industry.

Solid track record of applying commercial judgement to achieve effective results.

In-depth knowledge of company business and market developments

Extensive knowledge of the Telecom sector

Combines commercial breadth and technical depth to take a global perspective in the development and interpretation of corporate strategic plans.

To Apply, [**CLICK HERE**](#)