



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.

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