



## 1. HOD: Marketing & Enablement

Dar Es Salaam, Tanzania, United Republic of

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### Job Description

#### What you'll do

##### Role purpose

To formulate and lead the commercial Marketing Strategy for the Enterprise Business Unit and the management of the Acquisition and Retention Budget across all EBU channels

To lead and execute the enterprise go to market strategy across the whole of Enterprise Sales. To drive standardised excellence in sales performance by reinforcing sales disciplines and the implementation of a focused Operational Strategy. To lead the execution and full integration of a world-class programme of development and training, for all levels within Enterprise Sales, that focuses on the capability, skill and knowledge requirements (both individual and team) that will support the continued evolution of Vodacom to technology organization.

##### Key accountabilities and decision ownership

- Leading a team of specialists responsible for Commercial Operations, Bids & Contracts, Database Administration & marketing
- Provide commercial direction and guidance for all sales channels including indirect sales channels
- Manage Acquisitions and Retentions budget
- Business case, deal and commercial framework approvals
- Driving base and usage patterns analysis for products, segments, channels and sales individual in order to build dashboards and inform strategic decisions for channel optimization.
- Analyse the revenue performance by Sales channel and customer segment on an on-going

basis.

- Accountable to measure, optimise and regularly report on regional activities, progress, issues, comprehension and achievements against the KPIs and targets
- Oversee and continuously improve the Sales Commission structure and policy across all channels
- Implement strategies to educate and stimulate usage of product and services in the market.
- Map and document the operational processes within the Division including: the Sales, service and the support process.
- Advise on both, the Channel, as well as the Sales strategy
- To optimize and delivering a programme for all channels that accelerates sales confidence, capabilities and comprehension of our portfolio
- Develop and deliver Enterprise training programme for products, process and systems
- Deliver and execute all Sales Academy activities in region including training of Vodacom Way of Selling and certification of Sales Professionals
- Develop and execute training and coaching to support Ready Business, Share of Wallet , Total Communications' and the 'VIP Customer Engagement and Executive Coaching programme' customer engagement activities including use of sales tools, assets and collateral.
- Engage and work collaboratively with all Marketing functions to plan and guide on marketing activities
- Establish Vodacom Ready Business
- Continuously find opportunities to reduce time between deal closure and activation/first billing
- Capture business requirement for Enterprise systems, support on development of systems and drive adoption of systems and processes across Enterprise and relevant functions across Vodacom Tanzania
- Design and implement segmentation rules and principles and drive adoption across business
- Ensuring capturing of all contracts on Contract Database
- Design and develop Contract and quoting templates in collaboration with key stakeholders within the business

## **Who you are**

### **Core competencies, knowledge and experience**

- MS Office (Microsoft Outlook, MS Word, Excel, Power Point, Excel)
- Strong understanding of Sales teams and structures
- Strong understanding of Sales teams an
- Strong understanding of Enterprise key processes and systems
- Strong understanding of pipeline management, relevant KPIs and account plans
- Understanding of Financial Management and reporting overall
- Understanding of Telecommunications Industry
- Good business acumen
- Experience in sales, sales operations and innovative sales methodologies applied.

### **Must have technical/professional qualifications:**

- 8-10 years leadership experience; inclusive of management in the ICT Industry (essential)

- Direct sales experience (clear advantage)
- 5yr Leadership/Management/Supervisory experience
- Bachelor Degree in Marketing, Business Administration or equivalent

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## 2.Retention Analyst

Mwanza, Tanzania, United Republic of

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### Job Description

#### What you'll do

##### Role purpose:

Execute the retention management strategy for Vodacom Tanzania and manage the delivery thereof through various customer value management activities. Define, manage and execute direct marketing and other campaigns that will maximise the customer's lifetime value by increasing their tenure and growing their revenues/margins. Therefore, the 3 primary objectives of the role are:

- Actively manage churn targets and work closely with relevant business units to prevent churn
- Work across the business to develop and manage retention plans for all segments of the customer base with a primary focus on new and high value customers
- Define and manage the execution of the outbound customer contact plans (campaigns, commercial activities, loyalty programmes, etc.) for all retention initiatives

##### Key accountabilities:

- Execute retention/churn management e.g. prepaid inactivity management, early churn detection
- Prepare insightful reports on churn, retention and inactivity: setup and deliver IBRO reports, campaign ROI reports
- Manage E2E campaigns to boost new customers' survival focusing on OG activities and ARPU growth
- Consistent monitoring of the overall customer base inactivity, subscribers, usage and propositions and recommend actions based on performance
- Work with Regional teams to develop proactive custom inactivity campaign (location specific) based on competition movements and on-ground insights

**Core competencies, knowledge and experience:**

- Excellent analytical and logical reasoning skills translated from consumer insights
- Excellent communication skills
- Strong stakeholder management skills
- Ability to anticipate customer, competitor and market dynamics
- Able to challenge the status quo

**Must have technical/professional qualifications:**

- 2+ years' experience in customer value management programs
- Bachelor degree in Computer Science, Statistics, Actuarial Science.
- Strong analytical skills and business acumen.
- Strong SQL skills with experience in relational OLTP database models (OLAP is a plus)
- Telecommunications experience would be advantageous.
- Experience in coding with Python, JavaScript environment is an added bonus

**Key performance indicators:**

- Annualized Churn Rate (churn as % of total base)
- New Customers survival rate (% of GA with OG activity on M2)
- E2E execution of inactivity management programs
- Quality of support and stakeholder alignment

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

### 3. M-Pesa Operation Risk Analyst

Dar Es Salaam, Tanzania, United Republic of

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## Job Description

### What you'll do

Role purpose:

Responsible for identifying, analyzing, and mitigating risks associated with the M-Pesa Limited operations. This role plays a critical part in maintaining the stability and integrity of our operations by implementing risk management strategies and ensuring compliance with regulatory standards.

**Key accountabilities and decision ownership:**

1. Risk Identification and Assessment
  - Conduct risk assessments to identify potential operational risks.
  - Analyze business processes to detect areas of risk and vulnerabilities.
  - Develop and implement risk assessment models and frameworks.
2. Monitoring and Reporting

- Maintain an accurate risk register and report on key risk indicators (KRIs).
- Prepare periodic risk reports for senior management and stakeholders.
- Monitor and analyze risk events, incidents, and loss data.
- 3. Mitigation Strategies
  - Develop and recommend risk mitigation strategies and action plans.
  - Collaborate with various departments to implement risk control measures.
  - Ensure timely resolution of operational risk issues.
- 4. Compliance and Governance
  - Ensure compliance with regulatory requirements and internal policies.
  - Assist in the development of risk management policies and procedures
  - Facilitate internal and external audits.
- 5. Data Analysis and Technology
  - Utilize risk management software and tools to analyze data and trends.
  - Foster continuous improvement by leveraging technology and data analytics.
  - Support the integration of new risk management systems.
- 6. Training and Awareness
  - Conduct training sessions to promote risk awareness and a risk-conscious culture.
  - Provide guidance and support to staff on operational risk matters.

**Core competencies, knowledge and experience:**

- Strong analytical and problem-solving skills.
- Proficiency in risk management software and data analysis tools.
- Excellent communication and presentation skills.
- Ability to work collaboratively and build relationships across the organization.

**Must have technical / professional qualifications:**

- Education: Bachelor's degree in Finance, Business Administration, Risk Management, or a related field. Master's degree or professional certifications (e.g., FRM, PRM, CFA) are a plus.
- Experience: Minimum of 3-5 years of experience in operational risk management, preferably in the financial services industry.
- Knowledge: Comprehensive understanding of risk management principles, regulatory requirements, and industry best practices.

**Key performance indicators:**

- Risk identification and Mitigation efficiency.
- Accuracy and timeliness of risk reporting
- Compliance and incident management

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# 4. Insurance Specialist

Dar Es Salaam, Tanzania, United Republic of

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## Job Description

### What you'll do

#### Role purpose:

- Develop and Drive on ground Insurance distribution strategy to ensure Growth target are met.
- Work with IT, and other M-Pesa teams; to support new products developments, product upgrades, configuration changes, Change requests and incidents.
- Overall accountability of VodaBima Customers Retention Strategy, churn management
- Develop and maintain good relationship with Insurance partners.
- Ensure VodaBima Platform fee are paid on time by Partners.
- Ensure claims are paid on time and improving customer satisfaction.

#### Key accountabilities and decision ownership :

- Develop and Drive a strategy to achieve maximum penetration and adoption of VodaBima Products & Services.
- Alignment with Product development team on new development and sorting all the issuers that requires developments and enhancement.
- Perform competitor analysis and tactical initiatives to address the challenges.
- Perform frequent consumer Understanding activities and physical visits to learn the behaviour and/or pain points of different customer segments and provide key insights for development.
- Consistent monitoring of the churn, subscribers base, usage and propositions to ensure a healthy customer base.

#### Core competencies, knowledge and experience

- Excellent analytical and logical reasoning skills translated from consumer insights
- Excellent communication skills
- Strong stakeholder management skills
- Ability to anticipate customer, competitor and market dynamics
- Able to challenge the status quo

#### Must have technical/professional qualifications:

- Bachelor's degree in risk management and insurance, Actuarial Science or its equivalent.
- She/he must have at least 3 years of working experience in insurance business.
- understanding of insurance laws and regulations of the country.
- Strong analytical skills and business acumen.
- Build and maintain relationship with key stakeholders in the value chain.
- Project management knowledge and experience would be advantageous.

#### Key performance indicators :

- Overall VodaBima Growth as per the company target
- Grow VodaBima Market and Value Share.
- Accurate and timely delivery of the execution plans specified on the calendar
- Quality of support and stakeholder alignment.

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