



JOB TITLE: Prepaid Acquisition Manager

Airtel Tanzania PLC wishes to recruit for a **Prepaid Acquisition Manager**. The role reports to the Marketing Director in Department. He/She will be responsible for responsible to formulate and ensure implementation of effective and efficient acquisition strategies for the Prepaid mobile business in the operation so as to enhance the leadership position in customer market share

The Role Holder duties will include but not limited to:

1. Segmented customer acquisition

- To identify the new segments for acquisition and therefore plan and implement the strategy to penetrate the same with leadership position.
- To design and provide tools to sales team for market expansion
- To conduct consumer and trade research on periodic basis to identify new opportunities for acquisition.
- To conceptualize and rollout suitable products and plans in prepaid/postpaid to drive acquisitions and revenue.
- To design suitable consumer and trade schemes so as to acquire revenue-paying customers.
- To analyze and identify channel partner ROI enhancement opportunities.
- To design and implement channel incentive program to achieve the desired REC net adds target.

- To facilitate sales team to achieve the desired REC net adds target through conceptualizing and implementing suitable sales incentive programs
- To plan and monitor acquisition cost.
- To plan and optimize the sales & distribution service expenses

2. Incremental share of market gross adds.

- To identify the key strengths of competition and plan key tactics to get incremental share of net adds from competition
- To plan and implement the handsets strategy to gain market share and counter competition

3. Customer delight/ satisfaction.

- To design and implement consumer schemes and promotions which are simpler, crisp so that increase the delight among existing and prospective customers

4. Reporting.

- Direct process of reports on Acquisition strategies that shows trends, ROI and impact to aid effective business decisions
- Ensure quality process and monitor acquisition led management information systems and benchmarks
- Provide summarized analysis to aid executive management in commercial & strategic decisions

Academic and Qualifications and Experience:

- Bachelor's degree in marketing, management or like discipline
- Certifications or additional qualifications in Advertising, Business Administration, communications and management will be an added advantage
- At least 10 years working experience with 5 years or more in a senior management role in FMCG industry and/or Telecoms Marketing
- Strong people skills- building collaborative relationships and empowering and developing people
- Risk taking appetite
- Business and commercial acumen

- Excellent understanding of corporate governance standards
- Should thrive in challenging situations
- Ability to network with global players
- Strong analytical skills and problem solving skills
- Entrepreneurial Ability

Competencies and Behavior:

- Able to operate in a performance driven organization
- Good organizational and teamwork skills
- Self-motivated, enthusiastic, energetic
- Attention to detail
- Confident, assertive with good negotiation skills
- Excellent time Management Skills
- Customer-centric

Only shortlisted candidates will be contacted.

We are an equal opportunity employer and value diversity. We therefore do not discriminate against applicants on the basis of, among others, their race, disability, their race, disability, religion or gender. All employment opportunities are decided on the basis of qualifications, merit and business need

[APPLY HERE](#)