

SALES AND MARKETING OFFICER

LOCATION: DAR ES SALAAM

POSITION: 1

POSTED ON: 01 MAY 2025

DEAD-LINE: 31 MAY 2025

COMPANY OVERVIEW

Lion Protection Security Company Ltd is a reputable and competitive Security Company dedicated to providing high quality security services to our customers. Our mission is to provide tailored security services to support our clients in achieving their safety and security goals.

POSITION OVERVIEW

The Company is looking for energetic, talented and focused Sales Officer to join our team

KEY RESPONSIBILITIES

- o **Developing Marketing Strategy:** Collaborate with senior management to develop comprehensive marketing strategies aligned with business objectives and target customers' needs
- o **Marketing Campaign Execution:** Plan, execute, and oversee marketing campaigns across various channels, including digital, social media, print, and events, to drive brand awareness, customer acquisition, and engagement.
- o **Market Research and Analysis:** Conduct market research, competitor's analysis, and customer segmentation to identify opportunities for growth and market differentiation. Utilize data-driven insights to optimize marketing efforts and maximize ROI.
- o **Customers Acquisition and Retention:** Implement strategies to attract and retain customers, including lead generation, conversion optimization, and loyalty programs. Develop customer-centric initiatives to enhance satisfaction and drive repeat business.
- o **Performance Monitoring and Reporting:** Monitor key performance indicators (KPIs), track campaign performance, and prepare regular reports to assess the effectiveness of marketing efforts and inform decision-making.
- o **Team Leadership:** Manage and mentor a team of marketing professionals, providing guidance, support, and feedback to foster their professional development and ensure collective success.

- o **Customer Relationship Management (CRM):** Implement and manage CRM systems to nurture leads, track customer interactions, and analyze data for insights into customer behavior and preferences. Utilize CRM data to personalize marketing efforts and improve customer retention.
- o **Preparing Sales Reports:** Preparing monthly, quarterly and annual sales and customer satisfaction and reconciliation reports.
- o **Calling Customers:** Calling customers attended by the company to assess their difficulties.
- o **Other Duties:** Perform any other duties that might be assigned by the company or your supervisor.

QUALIFICATIONS

- o Bachelor's degree in marketing, business administration, or a related field; Master's degree preferred
- o 3+ Years of sales and marketing experience
- o Proven experience in marketing management, operations, or a similar role, preferably in the financial services industry.
- o Strong understanding of marketing principles, including market segmentation, positioning, and branding strategies.
- o Demonstrated ability to develop and execute marketing plans, campaigns, and initiatives that drive customer acquisition, engagement, and retention.
- o Proficiency in digital marketing tools and platforms, including social media management, email marketing, and web analytics.
- o Negotiation skills
- o Strong organizational and time management skills
- o Good MS Excel and MS Word skills
- o Excellent communication skills
- o Flexible working hours
- o Excellent customer service skills
- o Motivation to work through busy shifts

Apply by dropping your application letter/details to our office or by sending your details to our official e-mail addresses info@lionpsc.co.tz or hr@lionpsc.co.tz or by uploading your CV and Cover Letter by using the upload button; file format should be between pdf, jpg, jpeg, and png; file size not more than 1mb.