

Sales & Channel Dev Manager at Vodafone Ghana

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Company: Vodafone Ghana

Location: Ghana

Category: other-general

Role Purpose

To implement Vodafone sales and distribution strategy across all channels to drive liquidity and availability of float in the market and work closely with the regional Executive Heads, Zonal Managers and Vodafone Cash Sales representatives to ensure that there is enough agents and float availability in each region/zone.

Role Responsibility

To grow acquisition of merchants and new agents through directing and supervising the AADs

Drive the conversion and acquiring new Vodafone Cash customers and growing the portfolio through unmatched customer experience in the region

Implement strong Vodafone Cash present and Visibility especially outside Accra

Responsible to the growth in the Vodafone Customer Market Share and Penetration in the GSM base

Handle and support special projects with focus on future trends with the fintech space

Support and grow third party share in the growth agenda through distributor partners

Support Distribution and Acquisition teams to deliver value and growth nationally

Supervising the setting up of efficient sales and distribution infrastructures (new Agents and Merchants set up, trade visibility) across the country through liaison with the regional

executive heads, Zonal managers and the AADs on the field

Developing appropriate performance to measure the distribution capillarity, float availability and liquidity in trade

Use market and customer-based insights to acquire customers in the regions

Identify market trends, opportunities, and risks to define future propositions and promotions that drive customer acquisition and growth in the regions

Responsible for the Vodafone Cash acquisition drive in trade nationwide

Drive Mobile Money innovations in trade to Vodafone Cash Customer Market Share

Deliver Vodafone Cash customer acquisition, float and liquidity budget targets

Professional & Technical Competencies

Degree in Sales & Marketing or related fields

Over 3-5 years' experience in senior position

Proficiency in Microsoft Office particularly Excel

Experience in leading Sale and Distribution in FMG space

Ability to communicate at all levels of the organisation

Ability to coordinate and work with multiple teams of the organization to resolve issues

Strong analytical skills and problem-solving skills

Experience in the Mobile money services industry in emerging markets

Understanding and proven capability of working within an environment of rapid operational and cultural changes

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.

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