



🏠 Addis Ababa, Ethiopia
🏠 Washington, D.C., U.S.A.

Job Title: Marketing and Sales Lead

Type: Full time

Primary Location: Addis Ababa, Ethiopia

Reports to: General Manager

Job Brief

As Marketing and Sales Lead, you will be responsible for achieving monthly and annual sales targets, increasing Mama Fresh's market share in the injera and spices manufacturing and selling sector, increasing awareness of Mama Fresh among the general population, and ensuring Mama Fresh has a strong, professional and well-know brand in the market

Responsibilities

Manage Marketing and Promotions

- Conduct market research to inform services and marketing strategies, and identify new markets for Mama Fresh's products.
- Analyze competitors and market trends and work with management to design the best strategies.
- Prepare an annual marketing plan with detailed monthly targets and work plans that is approved and reviewed with the management team on a weekly basis.
- Design different advertisement (promotion) campaigns that will bring significant improvement in the organization sales and assess the impact (change) and report to the management team.
- Run advertising and promotional campaigns to increase Mama Fresh's market share.
- Prepare professional marketing materials (soft and hard copy), and evaluate existing marketing materials.
- In consultation with the IT department, update the website, Facebook and other Mama Fresh's media outlets. Plan and implement social media, web and other strategies for promotional strategies.
- Ensure that all of Mama Fresh's external communications written in English use excellent grammar and syntax, including letters, emails and proposals.
- Monitor and evaluate metrics related to marketing and promotional activities.
- Ensure Mama Fresh has a consistent brand across the organization (same colors, font, logos, footers, etc.)

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Sales

- Schedule, prepare for and lead all sales meetings.
- Ensure all contracts are properly written and approved by the General Manager.
- Negotiate and close sales contracts.

Manage Customer Relations

- Design and manage a professional customer management system that tracks customer information, needs, and feedback, and ensures professional handling of all customer contracts and needs.
- Prepare monthly and annual customer feedback reports for the management team.
- Develop standards and instruments that gather and monitor customer satisfaction.
- Do proper documentation as per the ISO standard.

Requirements

- Bachelor's degree; business and marketing majors preferred.
- Three to five years in a sales representative role; within industry preferred.
- One year of prior management experience or demonstrated willingness and ability to learn management basics.
- Strong intrapersonal skills.
- Exceptional written and verbal communication skills.
- Familiarity with data analysis and reporting.
- Hardworking, persistent, and dependable.
- Positive and enthusiastic.

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