

	JOB DESCRIPTION	Appendix No. 04	
		Rev. No.	00
		Issue No	01
		Issue Date	23 – 09 - 2014

Job Family: Sales
Job Level: Support
Job: Sr. Executive - Business Development
Position: Sr. Executive - Business Development

Job Purpose:

To accomplish strategic business objectives by identifying and developing sales & marketing channels; monitoring results; assist in increasing sales and maximizing revenues; managing customer relationships.

Key Responsibility Areas:

- Act as an integral part of the high performing business development team with concentration on increasing percentage of customers through various channels.
- Assist the HOD in meeting objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions; managing ROI, reviewing trends, customer, product and order metrics.
- Work with graphic designers, content developers/agency partners, and technical support staff to build effective campaigns and website targeting consumers that will become ZAFCO customers.
- Understand, evaluate and propose modifications to the business development environment to improve customer’s satisfaction with their experience.
- Act as customer service representative via in-person, online, email and phone for various requirements and issues.
- Ensure that customer’s issues are dealt with efficiently and timely; hence, maintain existing and new customer relationships.
- Improve and manage product and service content – website design, product/service catalogs, product/service merchandising, in-site advertising, navigation and usability.
- Support new product and service campaigns and activities through timely addition to the database/website.
- Identify opportunities, establish and implement marketing strategies, and measure ROI of ongoing marketing initiatives.
- Handle key accounts of customers/brands in developing relationship and business, as assigned.
- Complete all other projects and tasks as assigned.

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Competencies Required:

- Knowledge of industry standards and requirements.
- E commerce and branding knowledge.
- Web/content management system experience.
- Effective communication & presentation skills.
- Extensive knowledge in the direct and online marketing environment.

Educational Qualification:

- Master’s degree in Business Administration (specialized in Sales & Marketing).

Experience:

- 5 - 7 years of relevant experience with 3 years in similar role.

The above represents an overview of the key responsibility areas.

I hereby agree and accept to fulfill the same.

Details	Name	Signature
Position Holder		

Date: