

**Longhorn Publishers PLC** is a leading publishing company specialising in educational and leisure Publications for the Eastern & Central African region, with subsidiaries in Tanzania, Uganda, Rwanda, DRC and Cameroon. Longhorn has a business presence in Malawi and Zambia.

**The business seeks to fill the following vacancy:**

## **Sales Manager**

**Reporting to Chief Operations Officer**

### **JOB PURPOSE / SUMMARY**

In charge of planning, developing and executing sales promotion strategies for the Company with an aim of ensuring the sales revenues budgets are achieved for all product segments, in print and digital. To lead, motivate and develop strategies for the sales team to meet individual and joint revenue, sales and business development targets. To ensure the efficient and optimal use of company resources allocated to the sales function.

### **Principal accountabilities**

- Jointly with the COO prepare the sales revenue budgets and forecast for the business.
- Establish and execute plans to achieve the sales targets within agreed cost and timelines.
- Manage trade terms within agreed limits as set in company policy.
- Participate in stakeholder forums to build sustainable relationships for long term business growth.
- Identify, exploit and grow new markets for existing and new products to grow sales revenue.
- Carry out market analysis and intelligence to inform product development and execution of strategies for revenue growth.
- Supervise the sales team and ensure optimal utilization of sales assets and materials.
- Manage customers to ensure greater

customer satisfaction and greater adoption of products

- Together with the Credit Controllers, manage customers' accounts by ensuring debt collections is on schedule.
- Prepare, in liaison with the COO, promotional incentives, bulk offers and product disposal offers.

### **Knowledge and experience**

- Degree in business related field.
- Certifications in sales, marketing and customer management skills.
- Relevant experience in sales for at least 8 years 3 of which must have been at management level.

### **Skills and competencies**

- Analytical skills - Synthesize complex and big data to draw meaningful business insights.
- Critical thinking skills.
- Ability to communicate in a simple and concise manner
- Negotiation skills.
- Problem-solving skills.
- Stakeholder management. This is crucial because data will be collected from a wide group of people.
- Presentation of reports in a user-friendly manner.
- Agility based on circumstances.
- Team player.

To apply, send your Curriculum vitae (CV) and cover letter to [hr@longhornpublishers.com](mailto:hr@longhornpublishers.com) and quote the job title on the subject of the e-mail by **3<sup>rd</sup> May 2024** at **5:00pm**.