

JOB ADVERT

VACANCY- COMMERCIAL MANAGER

KIRK TV is a faith-based television station established to enrich the viewers holistically by addressing personal, family, faith, health, environment, youth as well as national issues. The station will be based on Biblical foundations with the close partnership of stakeholders.

The station's main aim is to impact society by entrenching values as well as advocate for environmental and national issues. The approach will be based on solid Biblical foundation and Christian values where the nature of the programming will be authentic, relevant, inter-denominational and will also have international/universal appeal.

KIRK TV is seeking to recruit a highly qualified **Commercial Manager**

MAIN PURPOSE OF THE JOB

Responsible for driving revenues and sales related activities, development and implementation of long-term integrated marketing and customer satisfaction strategies for the channel. The individual will also in close coordination with sales and marketing personnel seek areas of new business and deliver on agreed sales targets

KEY RESULT AREAS OF THIS ROLE

- Implement annual and quarterly sales and marketing objectives (forecasting and developing annual sales targets for the channel, projecting expected sales volumes for existing and new products and services).
- Develop, manage, coordinate and implement marketing strategies, plans and campaigns to be aligned with brand objectives
- Direct Coordination of major client accounts.
- Identify and search for new prospects and sales opportunities
- Understanding customers' perception of product value, placement and availability with each customer segment.
- Monitor consumer and market trends and identify gaps in the market that provide opportunities for acquisition of clients and audiences
- Responsible for all events and launches – to ensure that the campaigns and on ground activations are relevant for the market.

KEY DECISIONS

- Decides along with the Station Manager, Content Manager, the plan/strategy for Revenue Target Achievement.
- Decides along with the Station Manager and the Content Manager, the best strategy for Sales teams to achieve their objectives
- Decides along with the Station Manager and the Content Manager, the best strategy for creating visibility for the channel and monetising the marketing related activities

POST SCHOOL QUALIFICATIONS

- Degree in Business Administration, Marketing or a related field

EXPERIENCE AND SKILLS

- 7-10 years' experience in a Sales and Marketing role preferably in the media industry
- Worldwide knowledge of the TV industry/developments is an advantage.

- Ability to prove closed sales pipeline is mandatory
- Good knowledge of the Sales and Marketing channels in Kenya.
- Knowledge of the Broadcast Sponsorship and Advertising market in Kenya

NB

Qualified Candidates to apply by forwarding their Curriculum Vitae to info@kirktv.or.ke by 14th October 2019

We do not charge any fee for receiving your CV or interviewing. Only shortlisted candidates will be contacted