

Job Description

JOB TITLE: BUSINESS DEVELOPMENT EXECUTIVE

We are looking for a dynamic and creative Business Development Executive to drive the growth of our ride-hailing app by expanding both our individual customer base and corporate partnerships. This role requires someone with a strong entrepreneurial mindset who can think outside the box and implement innovative campaigns to attract new riders while also focusing on building strategic relationships with corporate clients. The ideal candidate will be results-driven, adaptable, and skilled at identifying opportunities to grow the business through targeted marketing, partnerships, and unique strategies.

Key Responsibilities:

- **Individual Customer Growth:**
 - Develop and implement creative campaigns and initiatives aimed at increasing the individual customer base, focusing on attracting new riders and increasing app engagement.
 - Use data analytics and customer insights to create tailored campaigns that appeal to various demographic segments.
 - Identify and tap into new customer segments, driving awareness of the app through innovative marketing strategies, both online and offline.
 - Collaborate with the marketing team to create and execute digital campaigns (social media, email marketing, paid ads) and local events that increase brand visibility.
 - Track and analyze the performance of campaigns, adjusting strategies based on key performance metrics.
- **Corporate Partnerships & B2B Growth:**
 - Identify and secure new corporate clients and partnerships, offering customized ride-hailing solutions for businesses, employees, and corporate events.
 - Build and maintain strong relationships with key decision-makers in companies, corporate clients, and other potential partners.
 - Develop proposals and negotiate terms for corporate accounts, ensuring mutually beneficial agreements.
 - Promote the app's corporate offerings, such as employee benefits, transportation solutions for business travel, and events, to expand the app's reach in the corporate sector.
 - Work with the operations and customer support teams to ensure seamless implementation of corporate accounts, ensuring high satisfaction and retention.
- **Market Research & Strategy Development:**
 - Conduct market research to identify new business opportunities, trends, and customer preferences, and apply insights to business development strategies.
 - Monitor competitor activities and industry trends to keep the app competitive and identify areas for improvement or new offerings.
 - Use insights from customer feedback and performance metrics to refine business development strategies and campaign approaches.

- **Collaboration & Reporting:**

- Collaborate with the sales, marketing, and operations teams to ensure alignment on business goals and strategies.
- Prepare regular reports and presentations on business development activities, campaign performance, and progress toward customer growth targets.
- Participate in brainstorming sessions to create new, innovative approaches to expanding the user base and corporate partnerships.
- Any other task that the company might ask to do as and when required.

Skills & Qualifications:

- Proven experience in business development, sales, or marketing, preferably within the tech, transportation, or app-based industry.
- Strong track record of driving customer acquisition through creative campaigns, partnerships, and out-of-the-box thinking.
- Excellent communication and negotiation skills, with the ability to build and maintain strong relationships with both individual customers and corporate clients.
- Ability to think strategically while also executing tactically to drive growth.
- Knowledge of digital marketing strategies and tools, with the ability to implement campaigns across various channels (social media, email, etc.).
- Strong analytical skills and experience using data to guide decision-making and measure campaign success.
- Self-motivated and goal-oriented with a passion for innovation and growth.
- Ability to work independently and collaboratively within a team environment.

Preferred Qualifications:

- Experience in B2B sales or corporate partnerships in the tech or transportation sectors.
- Familiarity with ride-hailing industry trends, market challenges, and customer behavior.
- Experience in managing large-scale campaigns and working with cross-functional teams.
- Fluent in both Kiswahili and English, with strong written and verbal communication skills.

This role will be pivotal in scaling the reach of our ride-hailing app, driving growth in both individual and corporate sectors. If you're a creative thinker with a passion for business development and a knack for running impactful campaigns, this is the perfect opportunity for you!

HOW TO APPLY

Interested and qualified candidates should send their scanned CV's and testimonials quoting the Job Title as the subject to info@consolidatedhrsolutions.co.ke by 14th February 2024.