

We are looking for a

Education Business Advisor: Western Kenya (Kakamega, Bungoma, Busia Vihiga & Trans Nzoia)

Nairobi, Kenya

About the role

OUP East Africa is seeking to recruit a high calibre, results oriented, experienced, and highly skilled professional for the position. The holder of the position will promote and sell products to schools, booksellers and other customers through visits, workshops, and other planned tactics to attain adoptions, meet sales targets and to grow market share.

Principal Accountabilities

- Develop an overall sales strategy for growing OUPEA market share as well as customize and implement strategies agreed by the Sales and Marketing Team, ensuring effective penetration and adoption of OUPEA books in their region.
- Review priority school listing, follow up on school orders, facilitate workshops, and work closely with entire team to develop value proposition for OUP titles.
- Spearhead expansion of adoptions of front list and backlist titles and maintain existing adoptions while working smart to grow sales and ensure the entire region is covered.
- Collect data, gather, confirm, and utilize market intelligence and research findings to capture sales opportunities and grow market share.
- Work to attain set sales targets, offering solutions to market needs and respond to customer issues.
- Prepare daily, weekly, and special reports highlighting key issues, opportunities, and challenges, and proposing the way forward.

- As the Relationship Manager for several bookshops, implement the overall distribution strategy for their region to generate sales as per the set budget.

Qualifications and Experience

- The position requires a Bachelor's degree or Higher Diploma in Education, Sales or Marketing.
- Three (3) or more years in educational sales, and a proven track record of consistent

Attributes

- The appropriate candidates must demonstrate knowledge, skill and experience in sales processes, market research, business account management and training.
- Time-management skills, relationship-building skills, report writing, product knowledge, educational publishing industry, education, and teaching.
- He/she will abide by all OUP policies and procedures and ensure that tools of trade are used appropriately and kept in good working condition.
- The appropriate candidates will demonstrate a spirit of competitiveness, display ethical behaviour, promote a healthy working culture, support teamwork, communicate effectively, be innovative and open to learn.

For further details and to apply for the position, please visit our website:

<https://oxford.mcidirecthire.com/external/currentopportunities>



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