



Mwananchi Communications Limited (MCL)

Kilimanjaro, Morogoro, Tanga

Mwananchi Communications Limited (MCL), a subsidiary of Nation Media Group (NMG), is Tanzania's largest independent news network with an award-winning presence in print and digital media, and exciting new ventures in innovation and events ecosystems. We are publishers of leading national news brands Mwananchi, The Citizen and Mwanaspoti in print and digital formats, and proprietors of the Mwananchi Digital suite of products and Nation ePaper and EGazeti web platforms. We are audience-led, market-driven with a clear mission to empower the nation. We are looking for a motivated and highly experienced individual to fill the position of:

Freelance Business Executives (Morogoro, Moshi, Tanga)

Job Purpose:

To develop, maintain and increase a solidly dependable client base, to sell advertising space and provide an effective service to clients so as to maximize advertising sales volumes and revenue targets.

Main Responsibilities:

The successful candidates will be responsible for the following key result areas:

- Thoroughly familiarizes oneself with comparative (own and competition) readership, circulation and rates and cost of advertising in all print and electronic media.
- Identifies potential advertising clients, studies their business, current and potential customers and to convince the clients the value and benefits of advertising in newspapers and publications published by the Company.
- Executes sales by discussing and obtaining accurate client requirements, size of advertisements, dates for insertion and price and obtains confirmation signatures of the authorized client representative.

- Assists clients in the preparation of the advertising copy and leases with the Graphic Designer for professional advice on artwork.
- Prepares daily call plans and reports and discusses them with the Classified Sales Manager and reports any problems encountered for assistance and guidance.

Minimum Qualifications and Experience:

Academic: Basic university degree in Sales and Marketing / business studies or related fields.

Experience: 1-2 years working experience
Excellent Analytical and communication skills

MODE OF APPLICATION:

Interested and qualified candidates should apply online via our career portal <https://careers.mcl.co.tz> OR hrm@tz.nationmedia.com by June 30, 2024.

NB: Only short listed candidates will be contacted.

Women are highly encouraged to apply.

MCL is an equal opportunity employer.