

THE COMPANY

Our client is an airline company serving the Namibian market, the immediate regional markets as well as the entire Europe through the Frankfurt route. It is a key player in the national economy, persistently striving to create a thriving tourism environment. Values that underscore the brand advocacy are aligned around a strategy that endorse building strong networks through business development initiatives, appreciation for operational integrity, unrivalled service delivery, a proactive commercial approach to business without conceding standards of excellence and promoting a robust Human capital base. Our client, as well as its staff, seeks to make a difference in the business environment and continue to exhibit dynamic and sustainable growth at all levels. If you are a vibrant, innovative and resourceful individual, who can aptly identify, develop and create synergy with their business strategy, this position will definitely interest you.

The successful incumbent will report directly to the Senior Manager: Sales and Marketing. He/she will primarily assume the overall responsibility of aligning all sales activities to designated as well as potential clients. Additionally, he/she will act as the official networking channel, in that he/she will identify potential stakeholders/clients as well as maintain relations with existing clients. The successful incumbent will also act as a benchmark for sound business practices in sales and negotiations. He/she will develop a framework to improve and implement strategies, which aim to increase revenues and which constantly nurture and improve business relationships. He/she will assist with the development of the annual budget for all operational expenses of the division, by implementing effective budgetary control practices that are in line with the organizational goals. The incumbent will be responsible for the entire Namibian market and oversee local key Stakeholders, i.e Travel Agents, Tour Operators, accountable for Namibia Sales Offices, and Sales Agents thereof. He/she will act as the governing body dealing with discrepancies / anomalies, which could result in possible irregularities. The incumbent will provide operational support and advise on business related opportunities and risks.

COMMERCIAL MANAGER: MARKETING AND SALES

KEY AREAS FOCUS

- **Marketing:** Responsible for strategic market development, liaison with local, regional and international sales agents, customer service efficiency of Namibian stations and benchmark for best practice.
- **Business Development/Networking:** Develop and implement strategies to increase revenues, and constantly nurture and improve relationships with key accounts, key prospects and new business.
- **Budgetary Control:** Assist with budgetary preparations and monitors all expenditure monthly and quarterly against the approved budget.
- **Customer Service:** Provide sales support to customers and provide recommendations on improvements for service delivery.
- **Quality assurance:** Develop quality assurance and target settings of the sales division.
- **Human Capital Management:**
 - Identify and implement structural changes within the division, best suited for the realisation of the division's objectives of minimising overheads and service expenses and the maximisation of productive output.
 - Identifies key performance areas of all staff in the division, determines performance indicators and sets performance standards
 - Implements all required HR systems and processes required for effective industrial relations within the division.
 - Maintain discipline within the division, identify and implements a wide variety of action steps to ensure the highest motivation levels of staff at all times.
- **Financial management:** Identifies appropriate cost saving measures, with due regard to the company's image, production targets and relevant international requirements and decide on all routine financial action steps required to ensure the company's full compliance with financial regulations.

THE PERSON

MINIMUM REQUIREMENTS

- A tertiary diploma/degree in Commerce or equivalent from a recognized institution. A post graduate qualification will serve as an advantage.
- 5 years general experience in a relevant industry with exposure to all relevant functions, of which at least 4 years should have been in a managerial position. Exposure/experience in the airline industry will serve as a distinct advantage.
- Demonstrated business prospecting and financial control capabilities.
- A dynamic individual with excellent interpersonal, negotiation, communication and presentation skills and can confidently and comfortably integrate/associate at all structural levels in business.

COMPETENCY REQUIREMENTS

- **Conceptual understanding:** An overriding service-delivery mentality is important to maintain business credibility in the country together with a focus on quality of work. It is important that the individual can balance a 'hands-on' approach to developing creative business

initiatives and strategies

- **Relationship Management:** Actively nurture relationships through regular contact, improved understanding and credibility.
- **Integrity:** Moral, honest business decisions and behavior which is in line with the culture of organization. Maintain social, ethical and organizational norms, firmly adhering to codes of conduct and ethical principles.
- **Quality Orientation:** Meet/exceed own and others delivery standards and levels of quality. Showing concern for all aspects of the job, accurately checking the standard of processes/tasks.
- **Continuous Improvement:** On the lookout for ways of improving self and business operations. Actively identifying new areas of learning. Applying newly gained knowledge and skill in order to improve business operations and soliciting clients.
- **Identify Opportunity:** Effective identification, diagnosis and description of Business / HR opportunities and challenges. Identifying key issues and relationships from a base of information, relating and comparing data from different sources.
- **Gaining Commitment:** Build consensus and buy in of key players through demonstrating the value of the end result. Use appropriate interpersonal styles to gain acceptance of ideas or plans.
- **Building Partnerships:** Clarify and actively develop mutual understanding of interdependencies between individuals/teams/divisions to help achieve business objectives.
- **Planning and Organising:** Develop, communicate and manage activities to an agreed plan of action with deliverables. Establish courses of action for self and others to ensure that work is completed efficiently.
- **Working in Teams:** Understands team dynamics and uses a flexible interpersonal style to contribute to the effective functioning of teams and to the completion of team goals.
- **Building Relationships:** Develops and maintains ongoing working relationships, networks and partnerships to help achieve business goals through others (e.g. peers, functional partners, customers etc).
- **Enabling Change:** Encourages others to seek opportunities for different and innovative approaches to addressing problems and opportunities; facilitates the implementation and acceptance of change within the workplace.
- **Resilience:** Has confidence in your ability to achieve ambitious goals and celebrates success; never allows them to become arrogant.
- **Problem Solving Style:** Identifies, clarifies/defines and works through challenges towards a defined outcome.
- **Acting with Integrity:** Lives the organisations business model based on trust and integrity as perceived by our stakeholders, especially our customers.
- **Personal Accountability:** Takes full responsibility for your actions and the impact that you have on others; self-driven with a desire to continually grow and improve on personal performance.
- **Valuing Diversity:** Demonstrates dignity of all people. Respects others and what the organization stands for. Recognises that there are corresponding obligations associated with individual rights.

INTERESTED?

Interested applicants are requested to submit the following Items:

- Statement of interest indicating relevant experience, availability for the assignment, research plan and schedule of work.
- Detailed budget.
- CV for all relevant team members who will work on this project.
- At least two references.

The closing date is 08 June 2011 and suitably qualified Namibian candidates are encouraged to apply. Kindly forward your application document to: shiwana@potentia.com.na before the closing date.

NB. All applications will be handled exclusively by Potentia Namibia. We will only correspond with the shortlisted candidates.



POTENTIA

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