



Job Description

Job Title: **Business Development Officer**

Duty Station: **Kabul, Afghanistan**

Vacancy Closing Date: **Dec 03, 16**

Number of Positions: **1**

Background

Salam Watandar is a national radio service providing news, information and entertainment to a network of 67 locally owned and operated radio stations in 34 provinces with the capacity to reach over 20 million listeners across Afghanistan. Established in 2003, Salam Watandar is an independent, non-governmental organization, registered in Afghanistan. Throughout its history the station has vocalized and connected the voices and aspirations of its listeners from urban centers to rural areas across Afghanistan.

Salam Watandar Vision:

Salam W Watandar's vision is to be the national network of choice of Afghans everywhere; to affirm and empower voices from all regions of Afghanistan and; to engage with and enrich our audiences, partners and people.

Salam Watandar Mission:

Salam Watandar mission is to build and sustain a vast audience for our national network of independent radio stations by: creating outstanding, value-affirming programming; and producing exceptional results for our stakeholders through the effective use of our media resources and the creativity, skills and integrity of our employees.

Business Development Officer Duties and Responsibilities:

Duties & Responsibilities:

- Initiate marketing strategies and support client management, sales management, and proposal management to attract business for and promote profile of Salam Watandar National Radio Network
- proactively set priorities, and build and maintain the interests of the clients
- proactively reviews internal processes to improve service delivery quality to clients and other colleagues alike
- Ability to communicate with tact strategic and sensitive issues both verbally and written
- Maintains up-to-date solid knowledge of the organization & its priorities
- Ability to identify clients' needs and recommend services to address them
- Build and maintain excellent relationships with colleagues and clients
- Locates or proposes potential business deals by contacting potential partners; Discovering and exploring opportunities.
- Maintains the Business Development Unit's database and identifies the trendsetter ideas by researching industry, and related events, publications and announcements; tracking individual contributors and their accomplishments.
- Screens potential business deals by analyzing cost and benefit, deal requirements, options evaluation, and internal work prioritization.
- Sets goals and defines strategy to achieve these goals to achieve the set strategy punctually
- Provides support to the proposal development process and maintain the time-lines for the proposal teams
- Develops draft proposals based on team meetings and discussions
- Coordinates with sponsors concerning size, standards, conditions and timing of projects
- Develops negotiating strategies, by examining risks and potentials and then estimating customers' needs.
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- Preparation of activities report
- Preparation of the marketing plan & tracking invoices and payments
- Supports all marketing activities including trade shows, mailings and promotions

Description:

The role of Business Development (BD) Officer is a client-facing role that involves creation of long-term value for Salam Watandar from customers, markets, and relationships by way of promoting its services and its profile. The primary purpose of the job is to provide support in creating opportunities for its value to persist over the long-term, to keep the floodgates open so that value can flow indefinitely. Salam Watandar considers business development, as a means

to creating long-term value is the only true way to succeed in consistently growing an organization.

The incumbent will work closely with the in-house team of business development team who work in tandem to generate and develop new business opportunities for Salam Watandar. The focus of BD Officer is on the client-facing aspect of the job and client management. As representatives of Salam Watandar, BD Officer must be smart, personable and well presented. She/he will need an ability to communicate and, if at all possible, to get on with all different types of people in all different kinds of circumstances. She/he will also need a quick mind, as meetings will throw out possibilities, situations and proposals that they will need to assess and respond to immediately.

Specific Responsibilities:

Business Development Officer is counted on to represent the organization to existing and potential clients. BD Officer acts as the 'face' of Salam Watandar, and as such is responsible for forging, maintaining and expanding relationship between Salam Watandar existing clients and potential one.

A typical day will revolve around client meetings, but can also include calling up potential new clients and discussing future business possibilities. Following up on meetings with e-mails and telephone contact, and keeping up with paperwork are also important parts of the job. Creating and maintaining databases by working closely with the team.

BD Officer is also responsible for creating a sales plan for sponsorship of Salam Watandar special shows/programs. In addition he is also responsible for carrying out own research to identify prospective and potential clients and sponsors, which should lead in selling Salam Watandar program/content and advertising spots.

JOB REQUIREMENT (KNOWLEDGE/SKILLS COMPETENCIES)

Qualifications

- Has a bachelor's degree or is working towards one in respectable post-secondary institution
- Has a minimum of 2-year experience in sales, marketing or business development
- Has a working knowledge of Afghan media (an asset)
- Has excellent oral and written communication skills in local official languages; English fluency is a must. Proof of English proficiency IELTS and TOEFL is preferred.
- Must be comfortable in approaching and talking to senior officials from both the public and private sectors

- Must be a good team player with respect for diversity of schools of thought

Submission guidelines:

Interested afghan national candidates should submit their updated CV along with one page cover letter/motivation letter explaining your interest and suitability for the advertised position.

Email:info@salamwatandar.cm

Please mention the name of the position in the subject line of your email, otherwise your application will not be accepted