LEAD GENERATORS JOB DESCRIPTION

JOB TITLE: Lead Generator

LOCATION: Assigned Districts in Dar es Salaam

EMPLOYMENT TYPE: Internship Program (4 Positions)

ABOUT THE ROLE:

We are offering a 6-month internship program in the Sales and Marketing Department, focusing primarily on the role of Lead Generators. Interns will be required to source and find qualified potential leads within their assigned districts in Dar es Salaam. During the program, interns will receive weekly transport allowances. Exceptional performers during the program will have the opportunity to secure employment within the Sales and Marketing Department after the internship.

KEY RESPONSIBILITIES:

Lead Generation:

- ❖ Identify MSMEs (micro, small and medium-sized enterprises) within the district that aligns with the company's financing solutions.
- ❖ Proactively approach and engage business owners to introduce our services.

Customer Visits:

- ❖ Conduct daily visits to businesses to assess their needs and gather accurate details.
- ❖ Maintain a consistent presence in the assigned district to build rapport with potential clients.

Reporting and Updates:

- ❖ Provide daily updates on progress to the Sales and Marketing Manager.
- ❖ Submit a weekly summary of lead and client visited every Monday.
- ❖ Attend check-in meetings at the office every Friday for detailed reporting and alignment with the sales team.

Market Insights:

- ❖ Stay informed about local business activities, competitors and trends in the district.
- ❖ Provide feedback from the field to refine lead generation strategies.

Collaboration:

- ❖ Coordinate with the Sales and Marketing team to ensure a seamless handover of qualified leads.

QUALIFICATIONS & SKILLS:

- ❖ Experience in business sales, marketing or fieldwork (microfinance experience preferred).
- ❖ Familiarity with MSMEs, their business models and financial needs.
- ❖ Strong interpersonal, communication and negotiation skills.
- ❖ Ability to work independently and meet targets consistently.
- ❖ Knowledge of the assigned district and its business environment.
- ❖ Proficiency in basic reporting and data entry.
- ❖ Candidates should be below 35 years of age.