

Job Title: Sales & Marketing Manager

Location: Accra, Ghana

Reports to: CEO

Department: Sales & Marketing

Employment Type: Full-Time

About mNotify

mNotify is a leading Ghanaian technology company providing communication and engagement solutions, including AI-driven tools, Bulk SMS, Call Centre Solution, and Voice Messaging. We help organizations automate communication and reach their audiences more effectively.

We are looking for a results-driven and strategic **Sales & Marketing Manager** to lead our growth efforts and strengthen our market position.

Role Summary

The Sales & Marketing Manager will be responsible for driving revenue growth, leading the sales & marketing teams, strengthening customer relationships, and increasing mNotify's brand visibility. This role requires both strategic thinking and hands-on execution to deliver measurable results.

Key Responsibilities

1. Sales Leadership

- Develop and execute sales strategies while leading, coaching, and managing the sales team to achieve revenue targets.
 - Establish structured sales processes, including pipeline management, follow-ups, and effective CRM utilization.
 - Identify new market opportunities and lead enterprise sales engagements, demos, proposals, and negotiations.
 - Build strong client relationships, oversee onboarding, and implement retention strategies to enhance satisfaction and reduce churn.
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2. Marketing Strategy & Execution

- Design and execute comprehensive marketing plans, including digital marketing (content, SEO, social media, paid ads), to increase brand visibility and generate leads.
- Develop and manage marketing campaigns that drive product adoption while ensuring consistent and aligned brand messaging across all channels.
- Conduct market research and analyse customer insights to shape product positioning and identify growth opportunities.
- Support new product launches with effective Go-To-Market (GTM) strategies and drive adoption of mNotify's core solutions.

3. Customer Engagement & Retention

- Build strong relationships with key clients and stakeholders.
- Implement customer retention strategies and feedback loops.
- Oversee customer onboarding processes and ensure high-quality service delivery.

4. Reporting & Analytics

- Track and report on sales performance, pipeline metrics, and campaign results.
- Prepare monthly performance reports and strategic recommendations for management.
- Use data to improve conversion rates and customer lifetime value.

Required Qualifications

- Bachelor's degree in Marketing, Business, Communications, or related field. A Master's Degree is an added plus
- Minimum of **2–3 years of experience** in sales and marketing, preferably in a tech or SaaS environment. With at least 2 years in a management position.
- Proven track record in meeting revenue targets.
- Experience leading and managing a sales or marketing team.
- Strong understanding of digital marketing tools and analytics platforms.
- Excellent communication, presentation, and negotiation skills.
- Ability to work in a fast-paced, high-growth environment.