



# JOB ADVERTISEMENT

Live connected.

## *Transformation! Change! Technology!*

Transformation and change are the key words being echoed within Botswana Telecommunications Corporation Limited (BTC). Opportunities for employment exist within BTC for dynamic individuals with a desire to work in a fast-paced technology driven environment.

### 1. LEARNER OFFICIALS (X6)

The Learnership Official Programme is designed to give candidates the best hands-on training specific to BTC Telecommunications business units. The programme shall be for a maximum period of 24 months. Applications are invited from suitably qualified graduates from recognized universities to join BTC in the fields of Marketing - (Geo Marketing Research & Insights), Telecommunications and Information Systems.

Applications are invited from the candidates with the following qualifications to join our programme;

**a. Marketing:**

- i. Degree in Business Intelligence and Data Analytics sphere

**b. Information Systems**

- i. Bachelor's Degree in Computer Science,
- ii. Applied Business Computing,
- iii. Information Technology.

**c. Technology**

- i. Degree in Telecommunications Engineering or equivalent engineering qualification.

The ideal candidates must have a Great Point Average (GPA) above 4.0 or Second Class Upper (2.1) or above and should possess the following competencies; Enthusiasm, Agility, Attention to detail, Strong analytical and problem solving skills, and good communication skills. Successfully completing the Learnership programme is not a guarantee of employment within BTC.

### 1. TEMPORARY DIRECTORY SALES EXECUTIVE (X6)

Reporting directly to Directory Sales Manager the ideal candidate will be responsible for the sales of advertising spaces in the BTC phone book. The candidate should drive valuable, relevant consistent content marketing for the sale of the advertising space in the digital and hard copy platforms of the BTC directory. The candidate will be expected to promote directory services products through digital marketing. Utilising all digital marketing platforms and access market through content automation, campaign marketing, data driven marketing, social media optimization, and e-mail direct marketing.

The ideal candidate will also negotiate sales contracts with clients, proof read all the directory entries for any errors before publishing to ensure a correct and accurate phonebook, ensures that all customers proofs reflect the sales agreement entered between BTC and the customer before submission for approval by the customer. The candidate is also expected to collaborate with team members across the business to achieve better results in the sale of directory spaces in general and be responsible for customer retention and business growth within the portfolio.

The ideal candidate should have a Diploma in Digital Advertising or equivalent, with two years' experience in Digital Marketing and Sales. Experience in telecommunication sales, with a strong customer service and sales skills will be an added advantage.

**Remuneration:** The Company offers a competitive compensation package, commensurate with qualifications, skills and experience.

If you have the above capabilities, kindly send your application, latest CV and certified copies of certificates and Identity document to: [recruitment@btc.bw](mailto:recruitment@btc.bw), Attention: Head of HR Partnering & Rewards, P.O Box 700 Gaborone.

**NB:** : We respond to shortlisted candidates only. Kindly note that BTC will not receive hand delivered applications due to the on-going Covid 19 pandemic.

**CLOSING DATE:** 15<sup>th</sup> June 2021