



JOB ADVERTISEMENT

Live connected.

Transformation! Change! Technology!

We are looking to recruit talented, innovative, dynamic and highly motivated individuals to fill in the following vacancies.

1. BUSINESS INTELLIGENCE MANAGER

REPORTS TO: Head of Business Intelligence & CVM
OBJECTIVES OF THE JOB

- Oversee the development and management of BTC's business intelligence and analytics platforms.
- Drive data-driven decision making through accurate and timely business reporting.
- Identify and track key performance indicators (KPIs) to measure business performance.
- Collaborate with internal departments to develop tailored dashboards and insights.
- Lead a team of analysts to ensure consistent data standards and governance.
- Support strategic planning and forecasting with predictive and historical data trends.

QUALIFICATION

- Bachelor's Degree in Statistics, Data Science, Computer Science, Business, or related field.

EXPERIENCE

- Minimum 6 years in business intelligence, data analytics or data science environment.
- Proven leadership in managing BI tools and cross-functional projects.

LEGAL CERTIFICATION / PROFESSIONAL MEMBERSHIP

- Certification in Power BI, Tableau, SQL or similar will be advantageous.
- Membership of BI/data science institutes preferred.

2. CVM MANAGER

REPORTS TO: Head of Business Intelligence & CVM
OBJECTIVES OF THE JOB

- Develop and implement BTC's customer lifecycle strategies to enhance retention and revenue.
- Lead execution of segmented campaigns aligned with product and marketing priorities.
- Analyze customer data to guide personalized engagement and value offerings.
- Oversee CVM systems and ensure optimal use of campaign management tools.
- Drive collaboration with sales, products, and technology teams to align CVM initiatives.
- Monitor KPIs such as churn, ARPU, and customer lifetime value to inform strategy.

QUALIFICATION

- Degree in Marketing, Business, Data Science, or related field.

EXPERIENCE

- Minimum 5 years in CVM, digital marketing, or customer analytics roles.
- Proven leadership experience and understanding of campaign automation tools.

LEGAL CERTIFICATION / PROFESSIONAL MEMBERSHIP

- Certification in CRM, digital marketing or data analytics will be an advantage.
- Membership with a marketing or analytics body preferred.

3. DEVICES MANAGER

REPORTS TO: Head of Consumer Products
OBJECTIVES OF THE JOB

- Drive BTC's device strategy to support product uptake, customer acquisition and retention.
- Manage sourcing, inventory, pricing and bundling of mobile and fixed devices.
- Monitor device market trends and customer preferences to inform procurement decisions.
- Develop partnerships with OEMs and suppliers to enhance the device portfolio.
- Collaborate with sales and marketing teams on promotions and campaigns.
- Ensure profitability and revenue growth from device sales and leasing models.

QUALIFICATION

- Degree in Business, Supply Chain, Marketing, or related field.

EXPERIENCE

- Minimum 5 years in telecoms, FMCG or electronics industry with device or product focus.
- Experience managing supplier contracts, pricing and promotions.

LEGAL CERTIFICATION / PROFESSIONAL MEMBERSHIP

- Membership in relevant supply chain or marketing bodies is desirable.

4. DIGITAL TRANSFORMATION SPECIALIST

REPORTS TO: Chief Marketing Officer
OBJECTIVES OF THE JOB

- Drive BTC's digital transformation initiatives to enhance customer experience and operational efficiency.
- Analyze customer digital behavior and recommend enhancements to digital channels.
- Collaborate with IT and vendors to implement digital tools and platforms.
- Lead projects for automation, self-service, and omni-channel enablement.
- Promote digital culture across business units through training and advocacy.
- Track and report on KPIs for digital adoption and engagement.

QUALIFICATION

- Degree in Business, Information Systems, Digital Marketing or related field.

EXPERIENCE

- At least 4 years in digital transformation, customer experience, or innovation roles.
- Experience with UX design, digital platforms and agile methodologies.

LEGAL CERTIFICATION / PROFESSIONAL MEMBERSHIP

- Certification in Digital Transformation or CX preferred.
- Membership in relevant digital or innovation bodies is advantageous.

5. HOME CONNECTIVITY MANAGER

REPORTS TO: Chief Marketing Officer
OBJECTIVES OF THE JOB

- Lead BTC's home connectivity strategy to grow broadband and Wi-Fi subscriber base.
- Design and manage fixed and wireless home internet packages.
- Drive customer uptake through competitive offers and partnerships.
- Collaborate with engineering and field operations to ensure service availability and reliability.
- Analyze usage patterns and customer feedback to improve service delivery.
- Manage product lifecycle including pricing, upgrades and retirement.

QUALIFICATION

- Degree in Telecommunications, Business, Marketing, or related field.

EXPERIENCE

- Minimum 5 years in telecoms product management, preferably with broadband services.
- Experience with customer journey management and technical product development.

LEGAL CERTIFICATION / PROFESSIONAL MEMBERSHIP

- Relevant technical or marketing certifications preferred.
- Membership with professional telecoms or marketing body is an advantage.

6. HEAD OF BRAND & MARKETING

REPORTS TO: Chief Marketing Officer
OBJECTIVES OF THE JOB

- Develop and lead BTC's overall marketing strategy to drive brand equity, customer acquisition, and revenue growth.
- Direct integrated marketing campaigns across ATL, BTL, digital, and experiential platforms.
- Lead the research and insights agenda to inform product development, positioning, and go-to-market strategies.
- Manage the marketing budget and agency partnerships to ensure cost efficiency and campaign effectiveness.
- Drive cross-functional collaboration across the business to ensure marketing alignment with corporate priorities.
- Monitor and report on key performance indicators related to marketing activities and brand performance.

QUALIFICATION

- Degree in Marketing, Communications, Business, or related field.
- Master's degree in a related field will be an added advantage.

EXPERIENCE

- Minimum of 10 years' experience in marketing and/or communications.
- At least 5 years at a senior leadership level overseeing teams and strategy execution.
- Experience working with senior management and leading organisational change initiatives.

LEGAL CERTIFICATION / PROFESSIONAL MEMBERSHIP

- Membership in a recognized Marketing or Business professional body will be an added advantage.

7. BRAND MARKETING MANAGER

REPORTS TO: Head of Brand & Marketing
OBJECTIVES OF THE JOB

- Build and manage BTC's brand identity to ensure consistency and resonance across all touchpoints.
- Lead brand positioning and equity initiatives to drive top-of-mind awareness and long-term customer loyalty.
- Develop and implement brand strategy and communication plans that align with organisational goals.
- Monitor brand performance metrics and lead research initiatives to assess brand health and perception.
- Manage relationships with external agencies, partners, and media to drive brand-building activities.
- Ensure effective brand governance and adherence to visual and messaging standards across departments.

QUALIFICATION

- Degree in Marketing, Brand Management, Communications, or related field.
- Master's degree in a related field will be an added advantage.

EXPERIENCE

- Minimum of 6 years' experience in brand management or marketing strategy.
- Demonstrated success in leading high-impact brand campaigns and managing cross-functional teams.

LEGAL CERTIFICATION / PROFESSIONAL MEMBERSHIP

- Membership in a recognised professional marketing or branding body is required.

8. PRICING SPECIALIST – ENTERPRISE PRODUCTS

REPORTS TO: Head of Enterprise Products
OBJECTIVES OF THE JOB

- Provide professional inputs to business cases for new products and define product pricing.
- Collaborate with Finance to align product prices with corporate financial goals.
- Analyze costs and calculate returns on investment for new products.
- Review BTC product prices and recommend adjustments for profitability.
- Maintain accurate cost databases in collaboration with Finance.
- Use sales data to assess price elasticity and model impact of changes.

QUALIFICATION

- Degree in Business Administration, Marketing, Statistics or equivalent.

EXPERIENCE

- Minimum 5 years in market research coordination or product management in telecoms.
- Experience in financial planning, forecasting, and business analysis is advantageous.

LEGAL CERTIFICATION / PROFESSIONAL MEMBERSHIP

- Membership of a relevant professional body is an added advantage.

9. ENTERPRISE PRODUCT ANALYST – Resellers & SME

REPORTS TO: Head of Enterprise Products
OBJECTIVES OF THE JOB

- Manage and support the lifecycle of enterprise products targeted at SME and reseller segments.
- Develop product strategies and go-to-market plans aligned with customer and business needs.
- Coordinate with internal stakeholders to ensure effective product delivery and commercial success.
- Conduct competitive analysis and recommend pricing, packaging, and positioning improvements.
- Track product performance and make recommendations for enhancements or retirement.
- Ensure reseller and SME feedback is incorporated into product updates and innovation efforts.

QUALIFICATION

- Degree in Business Administration, Marketing, ICT or related field.

EXPERIENCE

- Minimum of 4 years in product management, marketing, or telecoms-related roles.
- Experience in managing B2B products or SME solutions is an added advantage.

LEGAL CERTIFICATION / PROFESSIONAL MEMBERSHIP

- Membership of a relevant professional body is an added advantage.

10. DIGITAL MARKETING ANALYST

REPORTS TO: Head of Brand & Marketing
OBJECTIVES OF THE JOB

- Monitor, analyze, and optimize digital campaign performance across all BTC digital platforms.
- Generate marketing insights through data analytics to improve ROI and user engagement.
- Manage SEO/SEM, paid search, and programmatic advertising efforts.
- Collaborate with content creators, designers, and media agencies to develop impactful campaigns.
- Provide regular reporting and dashboards for digital KPIs and recommend improvements.
- Ensure compliance with data protection and ethical marketing standards in digital initiatives.

QUALIFICATION

- Degree in Marketing, Digital Media, Communications, or equivalent.

EXPERIENCE

- Minimum of 3 years in digital marketing, digital analytics, or performance marketing.
- Experience with platforms such as Google Ads, Meta Ads Manager, and analytics tools.

LEGAL CERTIFICATION / PROFESSIONAL MEMBERSHIP

- Certification in Digital Marketing, Google Analytics, or related tools is an advantage.
- Membership of a professional body is an added advantage.

Kindly state the position that you are applying for as the subject. If you fit the bill, kindly send your application, latest CV and certified copies of certificates and Identity document (OMANG) to: recruitment@btc.bw

CLOSING DATE: 7th November 2025

N.B: Kindly note that BTC will not receive hand delivered applications.

Applications should be addressed to:
Chief Human Capital Officer
Botswana Telecommunications Corporation
P.O Box 700 Gaborone, Botswana
Website: www.btc.bw