



Job Opportunity: (Trainee) Sales and Marketing Officer

Inspired by our passion and driven by our commitment, we, at Zambezi Group, operate in several key industries including agritech, renewable energy, construction solutions, and hospitality & entertainment.

We are passionate about what we do, and we pride ourselves on delivering high-quality products and services that create value for our clients.

Our head office is situated at Accuris Business Centre, 1st Floor, 51A RJT Building, 51 Rue du Savoir, Cybercity, Ebene, Republic of Mauritius.

We are looking to hire a Sales and Marketing Officer to deal with advertising and selling our company's products and services, as well as creating competitive advantages for our company in the market industry.

Duties and Responsibilities:

- Develop and execute strategic marketing plans to drive sales and meet company objectives.
- Identify and pursue new business opportunities through market research and analysis.
- Build and maintain strong relationships with clients, partners, and stakeholders.
- Create compelling sales presentations and collateral to showcase our products/services.
- Collaborate with the marketing team to develop engaging content for various channels.
- Conduct market research to identify trends, competitive landscape, and opportunities.
- Achieve and exceed sales targets through effective lead generation and conversion.
- Develop and implement digital marketing strategies to drive online traffic and engagement.
- Manage and optimize online advertising campaigns across various platforms.
- Conduct keyword research and utilize SEO best practices to enhance website visibility.
- Create and curate engaging content for social media platforms to build brand awareness.
- Identify and evaluate new digital marketing opportunities and tools.

Qualifications/Skills/Competencies:

- Bachelor's degree in marketing, business, or any other related field.
- Proven experience in sales and marketing roles, with a track record of success.
- Strong understanding of traditional and digital marketing principles and strategies.

Zambezi Group

Accuris Business Centre,
1st Floor, 51A RJT Building, 51 Rue du Savoir,
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- Excellent communication, negotiation, and interpersonal skills.
- Ability to work independently and as part of a collaborative team.
- Goal-oriented and self-motivated with a passion for achieving results.
- Familiarity with construction equipment and solutions is a plus.
- Solid written and verbal communication skills (both English and French).
- Knowledge of data analysis and report writing.
- Strong analytical, organizational, and creative thinking skills.
- Ability to work well under pressure.

Duration: Contractual & Full Time

Experience: Not compulsory but would be an advantage for this position

Remuneration: Negotiable (according to qualification and years of experience) + Performance Bonus

Working Days/ Time: Monday to Friday – 8:30am to 4:30pm (may be requested to work on weekends or public holidays depending on business needs).

Learn more on our Group: www.zambezi.group

Send your CV/ Motivation Letter on ops@zambezi.group by 29 March 2024.