



VACANCY - USAGE & RETENTION DATA OFFICER

A. Key Responsibilities

1. PRODUCT PLANNING DATA AND ANNUAL PLAN EXECUTION

- Execute and implement Data strategy and achieve revenue and total revenue contribution targets
- Set up and implement the segmentation strategy in the launch and positioning of Data products according to the target audience.
- Work closely with the New Product Development department to plan the successful launch of new Data products.
- Establish key performance targets and maintain performance, service quality and customer satisfaction scorecards for each product
- Develop and implement initiatives and promotions to boost Data product performance and achieve revenue targets

2. PRODUCT LIFECYCLE MANAGEMENT AND PRODUCT PERFORMANCE MANAGEMENT

- Plan and manage the Data product lifecycle, from product launch to maturity and decline
- For each Data product, identify needs and coordinate product-specific support tools: sales and customer service training; sales tools; communication execution; distribution support and regular updating of product descriptions.
- Implement Data product plans as well as coordinate advertising, promotions, pricing changes and distribution initiatives for each product group.
- Ensure the existence of efficient, cross-departmental working groups to improve communication and management of product-related incidents.
- Regularly review the performance of each Data product by partner, and make monthly provisions where necessary
- Efficiently and effectively manage partners, ensuring that MOUs are signed, data is accurate, invoices are received and payments are made on time.
- Ensure Data accuracy in official reports sent to the group
- Increase the A1 base of data customers with retention actions

3. EVOLVING CUSTOMER NEEDS AND NEW PRODUCT INTRODUCTIONS

- Monitor the competitions offers through marketing intelligence actions on each product group and recommend a response if necessary.
- Ensure that regular feedback sessions are conducted with both external and internal parties with a view to improving Data products.
- Establish parallel comparisons with general industry product developments (on both local and international markets) in order to draw out opportunities for improvement and development for each product group.
- Coordinate regular market surveys on customer satisfaction, analyze results and recommend corrective actions.
- Keep abreast of the market and identify potential new product development opportunities in each Data product group.

4. PRODUCT ALIGNMENT AND CORRECTIVE MEASURES

- Work closely with support departments and implement improvements to Data service products.
- Monitor feedback sessions to identify opportunities to improve Data services in order to satisfy consumer needs and increase performance.
- Monitor performance by product and define the promotional and communications efforts required to relaunch, withdraw or maintain the status quo on Data products.
- Realign plans and make any necessary adjustments to Data product action plans and associated tactical plans.

B. Education

- University degree (Bac +3 /+4) in Marketing, Statistics, Business Management
- Good knowledge of computerized data analysis tools
- A critical thinker with good analytical and statistical skills;
- A critical thinker with good analytical and statistical skills;
- Good level of English.

C. Experience

- At least 3 years' experience in a similar position;
- Good knowledge of the marketing of mobile telephony products and services;
- Significant experience of Data services product management practices, development and application of best practices;
- Affinity and knowledge of the latest developments, technologies and services used in the industry and affiliated industry;
- Knowledge of technologies related to Data service products

Please apply via email to: careers@econet.bi or bring your application to HR department, clearly indicating the position being applied for in the subject area. Closing date for all applications is Monday, 1st December 2025 at 5PM.

Please note only short listed applicants will be responded to.