



VACANCY - USAGE & RETENTION VOICE OFFICER

A. Key Responsibilities

1. DEVELOPMENT AND IMPLEMENTATION OF THE PREPAID USAGE STRATEGY AND ACHIEVEMENT OF REVENUE TARGETS

- Propose action plans and ensure their execution to stimulate usage and revenue from Prepaid subscribers.
- Develop 360° initiatives or promotions to create momentum on the network and capitalize on revenue opportunities.
- Ensure the implementation of inactivity campaigns and ARPU Boost initiatives based on segment, age on network and consumption habits;
- Develop initiatives to encourage clubbing effect (intra-network calls and SMS) and maximize margins
- Set up an effective tracking and monitoring mechanism for campaigns and initiatives, so that corrective action can be taken if necessary.

2. DEVELOPING INITIATIVES AND IMPROVING THE A1 SUBSCRIBER BASE

- Initiate regular initiatives to stimulate recharging and subscriber use of the network, according to market segment.
- Set up a segment-based usage tracking system to stimulate the use of existing subscribers on the network.
- Work closely with the various Bucket teams to create synergy of action with positive spin-offs.
- Work closely with Communications to maintain effective and constant communication on Prepaid offers
- Brief and refresh the sales team (CSD, Sales) on Prepaid usage promotions and offers
- Collaborate effectively with support to ensure system stability and efficient response times
- Ensure proper tracking and reporting of Prepaid usage performance
- Launch offers to ensure customer retention in the Mass Market segment

3. MAINTAINING MARKET COMPETITIVENESS AND MONITORING PRICE LEVELS

- Maintaining market competitiveness and monitoring price levels
- Monitor the competition and anticipate price interventions by competitors
- Monitor market competitiveness and propose price adjustments if necessary
- Set up a FAT (Free Airtime) monitoring system to monitor price levels

- Rationalize the use of Free Airtime by favouring intra-network use within a well-defined timeframe.

B. Education

- University degree (BAC+4) in Marketing, Commerce or Business Management
- Good experience in marketing/sales techniques, experience in managing new products and sales channels would be an advantage;
- Good computer skills; proficiency in Excel and PowerPoint;
- Good knowledge of GSM network technologies;
- Good written and spoken English.

C. Experience

- Have at least 2 years of experience in a similar position;
- Good knowledge of the marketing of mobile telephony products and services

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.