



## **VACANCY - DATA & CONTENT OFFICER**

### **A. Key Responsibilities**

#### **1. VAS & DATA PRODUCT PLANNING AND ANNUAL EXECUTION**

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

#### **2. PRODUCT LIFECYCLE MANAGEMENT AND PRODUCT PERFORMANCE MANAGEMENT**

- Plan and manage the VAS & Data product lifecycle, from launch to maturity and decommissioning
- For each VAS & Data product, identify the needs and coordinate the support tools specific to each product: sales and customer service training; sales tools; communication execution; distribution support and regular updating of product descriptions.
- Implement VAS & 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 VAS & Data product by partner and make monthly provisions if necessary
- Efficiently and effectively manage partners and ensure that memorandums of understanding are signed, data is accurate, invoices are received and payments are made on time.
- Ensure accuracy of VAS & Data data in official reports sent to ARCT

#### **3. EVOLVING CUSTOMER NEEDS AND NEW PRODUCT INTRODUCTIONS**

- Monitor competitive 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 VAS & 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 an eye on the market and identify potential new product development opportunities in each VAS & Data product group.

#### **4. PRODUCT ALIGNMENT AND CORRECTIVE MEASURES**

- Work closely with support departments and implement improvements to VAS products and Data services
- Monitor feedback sessions to identify opportunities for improving VAS & Data services to meet customer needs and boost performance.
- Monitor performance by product and define the promotional and communications efforts required to prelaunch, withdraw or maintain the status quo on VAS & Data products.
- Realign plans and make any necessary adjustments to VAS & Data product action plans and associated tactical plans.

#### **B. Education**

- University degree ( Bac +4 /+5) in Marketing, Statistics, Business Management;
- Good knowledge of computerized data analysis tools;
- A critical thinker with good analytical and statistical skills;
- Good knowledge of GSM network technologies
- Excellent oral and written communication skills
- Good level of English.

#### **C. Experience**

- At least 3 years' experience in a similar position
- Good knowledge of marketing cell phone products and services;
- Significant experience of VAS & 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 VAS products & Data services

**Please apply via email to: [careers@econet.bi](mailto: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, 8 December 2025 at 5PM.**

**Please note only short listed applicants will be responded to.**