



Job VACANCY: Re-advertised

Post Title	: Chief Marketing Officer
Organization Unit	: Business Development
Hours of Work	: Full time (48 hours per week)
Status of Post	: Regular based on satisfactory performances/probation
Reports To	: Deputy Managing Director for Administration
Location	: LTC Headquarters and other locations as may be required

About Us

The Liberia Telecommunications Corporation (LTC Mobile) is a national telecommunications operator committed to delivering cutting-edge communication solutions that empower individuals, businesses and government institutions across Liberia. As we continue to expand and innovate, we are seeking a visionary **Chief Marketing Officer (CMO)** to lead our marketing strategy and drive brand excellence.

Job Summary

As CMO, the position holder will serve as a key member of the Executive Leadership Team, responsible for shaping and executing a cohesive marketing vision that align with LTC Mobile's strategic goals. This role demands a dynamic leader with deep understanding of the telecom industry, strong analytical capacities, and a passion for digital transformation and customer experience.

Job responsibilities:

- Develop and implement strategic marketing and sales plans, forecast for short, medium, and long terms to achieve the corporate objectives of LTC Mobile's products and services
- Develop and manage sales including marketing operating budgets
- Plan and oversee advertisement, promotional activities including printing, online, electronic media, and direct mail
- Develop and recommend product positioning, packaging and pricing strategy to produce the highest possible long term market share
- Ensure profit ratio and market share in relation to pre-set standards and industry and economic trends
- Ensure effective control of marketing results, and take corrective action to guarantee that achievement of marketing objectives are within designated budgets
- Oversee and evaluate market research and adjust marketing strategy to meet changing market and competitive conditions
- Monitor competitor products, sales and marketing activities
- Guide presentation of marketing activity reports for presentation to executive management and Board of Directors
- Establish and maintain relationship with government entities, industry influencers and key strategic partners
- Establish and maintain a consistent corporate image throughout all product lines, promotional materials, and events

- Direct sales forecasting activities and set performance goals accordingly
 - Direct staffing , training, performance evaluations to develop and control sales and marketing programs
 - Direct market channel development activity and coordinate sales distribution by establishing sales territories, quotas, and goals
 - Represent Corporation at trade association meetings to promote products and services
 - Coordinate or serve as a liaison between sales department and other sales related units
 - Prepare periodic sales report showing sales volume, potential sales, and areas of proposed client base expansion
 - Meet key clients, assisting sales representatives with maintaining relationships and negotiating and closing deals
 - Analyze and control expenditures of division to conform to budgetary requirements
 - Assist other departments within the Corporation to prepare manuals and technical publications for public use
 - Review and analyze sales performances against programs, quotes, and plans to determine effectiveness
 - Direct product research and development
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- Ability to present and sell the corporation's products and services to current and potential clients
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- Prepare action plans and schedules to identify specific targets and to project the number of contacts to be made.
 - To follow up on new queries and contact resulting from field activity.
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 - To develop and maintain sales materials and current product knowledge
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 - To establish and maintain current client and potential client relationships
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 - Ability to identify and resolve client concerns
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 - Prepare a variety of status reports, including activities, closings and follow-ups
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- Develop and implement special sales activities to reduce stock
 - Ability to work accurately to meet requirement and high standard
 - Ability to work in a customer focus approach as a team player with professional colleagues, corporate clients and all other stakeholders
 - Ability to give clear instructions and effective guidelines to others
 - Ability to deal with conflict and its related resolution
 - To be able to work as a member of a team and team leader
 - The ability to prioritise workload and use self-initiative to provide creative solutions to practical problems and meet deadlines
 - The ability to effectively communicate orally and in writing with colleagues, the public and all stakeholders
 - Excellent interpersonal skills to deal with a variety of people at different levels of the Corporation, stakeholders and the public
 - Ability to create work plans and schedules to meet deadline
 - Perform other duties as may be assigned

Qualification and Experience

- MBA in Marketing or Management or related area
- Minimum of 10 years of progressive experience in Marketing Leadership with at least 5 years in the technology sector or its equivalent.
- Proven track record of building and leading high-performing marketing teams.
- Demonstrate success in brand development, digital marketing and customer engagement strategies.
- Must maintain a professional appearance that will project a positive image of the corporation at all times
- Must maintain confidentiality at all times
- Proficiency in Microsoft Office and data entry
- Excellent communication and interpersonal skills
- Ability to work independently and in a team.
- Strong attention to detail.
- Strong analytical skills and background
- Knowledge of the Liberian market and regulatory environment is a strong advantage.

What we offer

- A unique opportunity to shape the future of the telecommunications in Liberia
- Competitive compensation and executive package.
- A collaborative and innovative work environment
- A chance to make meaningful impact on a national institution.

HOW TO APPLY:

Please address application to:

Human Resources Department
Liberia Telecommunications Corporation (LTC Mobile)
Broad and Lynch Streets
Monrovia, Liberia

Along with a Cover Letter, CV maximum 3 pages with names of three (3) professional referees in a single document by email with the position title: Chief Marketing Officer clearly stated in the subject line to: asherif@ltdmobile.com.lr no later than 5:00pm, Tuesday, June 3, 2025.

Note: Only electronic applications will be accepted. Only shortlisted candidates will be contacted.

LTC Mobile is an equal opportunity employer. We celebrate diversity and we are committed to creating an inclusive environment for all employees. Qualified female candidates are strongly encouraged to apply.