



JOB DESCRIPTION — DIRECTOR OF MARKETING AND BUSINESS DEVELOPMENT

Amarac Nigeria

Amarac is a global leader in information technology. We leverage technology to help businesses grow, communities thrive, and people prosper. Our culture is built on tenets that derive from the golden rule. A culture driven by people with different backgrounds and cultures, serving our clients with innovative solutions that solve their business problems, create stability, and drive growth.

Amarac Technology Solutions Limited, a subsidiary of **Amarac Technologies Incorporated**, with headquarters in the United States, consistently stands out in a competitive marketplace as an employer of knowledgeable, highly skilled, and competitive talent. We are a company that provides tailored IT solutions that enhance businesses and empower their employees. At the core, our job is to help remove obstacles that inhibit efficiency and productivity. As you consider the value of working for Amarac, we encourage you to remember that our dynamism, winning attitude, and strong performance will maximize your potential.

Position Summary/ Essential Duties and Responsibilities:

The Director of Marketing and Business Development will be the leader in the development, execution, and administration of a wide range of marketing and business development programs and projects at Amarac Technology Solutions Limited. The DMBD reports to the Chief Operating Officer.

This position is based in Abuja, Nigeria. The ideal candidate should have experience in business operations, product placement, sales brokerage, lobbying, government relations, sales of products and services, sales to special markets (government, educational institutions, healthcare sector, and non-profit sector), and private organizations. The candidate must be self-motivated, have exceptional communication skills, an entrepreneurial mindset, high energy, sharp and attention to detail, and the ability to thrive in a fast-paced environment managing numerous projects and deadlines.

The director will develop and implement effective tools to create visibility and brand awareness, engagement, and education of the target audience, lead conversion, and client retention. The ideal candidate will be results-oriented and operate with a disciplined planning and time management approach.

The essential duties are not limited to those listed below. The list is only as an illustration of the various types of work that may be performed. The omission of specific

statements of duties does not exclude them from the position if it is similar, related, or in logical or strategic alignment with to the position.

- Establish organizational sales and marketing metrics and develop robust plans to meet critical metrics.
- Analyze market data, market competitiveness, loyalty programs, branding, and social media opportunities to increase visibility.
- Evaluate, identify, and develop a marketing strategy.
- Make cold call, target, and close new sales opportunities.
- Schedule regular follow-up visits to clients for the purpose of closing sales.
- Identify needs in the market, develop effective sales and marketing approaches, sales pitches, and proposals that effectively speak to the client's needs, concerns, and objectives.
- Communicate and assist sales teams.
- Engage in networking to acquire potential new clients.
- Develop strategies with the goal of maximizing the company's profits or share of the market while ensuring that customers are satisfied.
- Monitor trends, formulate, direct and coordinate activities to promote services.
- Evaluate the financial aspects of marketing and sales such as budgets, expenditures, return-on-investment, and profit-loss projections.
- Manage all aspects of social media for Amarc Technology Solutions.
- Conduct competitive intelligence and marketing research in preparation for client and prospect meetings, pitches/proposals, and other business development initiatives.
- Participate in the hiring, training, management, development, coaching, and motivation of the sales team to develop their skill to ensure that a high professional standard is achieved and monthly sales target and KPI target are met.
- Assist COO in developing a robust process that ensures the business is making the best decisions from a financial and competitive viewpoint.
- Ensure compliance with all federal, state, and local laws as well as corporate requirements.
- Act as a key advisor to the COO on matters of process, policy, best practices, and special projects.
- Operate in a manner that is customer driven/focused.
- Ability to travel throughout the country and Amarc offices outside the country.
- Network with government officials to understand and develop intelligence on the regulatory environment.
- Other duties, as assigned.
- Support a culture of continuous improvement and effective problem resolution processes that impact the value chain of our product.
- Support policy deployment in the areas of cost reduction, on-time delivery, safety, customer satisfaction, employee relations, and financial performance
- Support Amarc's operational objectives to include integrating continuous improvement methodologies into the goal deployment process.

Qualifications

- Bachelor's or Master's degree experience
- Leadership experience in a strategic role
- 5+ years of experience managing sales and business development (preferred)
- Experience in a performance driven ad metrics-based sales approach is a plus
- Ability to produce results and willingness to be measured solely on those results
- Proficient with Microsoft productivity tools (Office applications, Teams, SharePoint, and Outlook)
- Strong organization skills and ability to manage competing priorities
- Strong analytical skills
- High degree of integrity; strong moral character
- Must be able to successfully pass a pre-employment drug/alcohol screen following a conditional offer of employment. A valid state motor vehicle operator's license with a clean driving record is required.

Interpersonal Skills:

- Must be self-motivated and goal oriented
- Attention to detail and proven ability to follow through
- Strong analytical, organizational, and problem-solving capabilities
- Ability to work on multiple projects and priorities concurrently
- Requires minimal supervision and motivation
- Ability to work collaboratively on team-based projects
- Proven relationship building skills and high energy level
- Excellent oral and written communication skills

Employment Type: Full-time

Benefits:

- National Health Insurance Program
- Dental insurance
- Vision insurance
- Employee assistance program
- Life insurance
- Two weeks paid time off

Schedule:

- 8-hour shift (9 – 5 PM)

Work Location:

- Abuja, Nigeria

Eligibility Requirements:

- Interested candidates must be 18 years of age or older
- Must be willing to submit to a background investigation; any offer of employment is conditioned upon the successful completion of a background investigation

- Must have unrestricted work authorization to work in Nigeria. For employment opportunities in Nigeria, Amarak hires Nigerian citizens, permanent residents, asylees, refugees, and temporary residents. Temporary residence does not include those with non-immigrant work authorization, such as students in practical training status. Exceptions to these requirements will be determined based on shortage of qualified candidates with a particular skill. Amarak will require proof of work authorization
- Must be willing to execute Amarak's Employee Agreement or Confidentiality and Non-Disclosure Agreement which requires, among other things, post-employment obligations relating to non-solicitation, confidentiality, and non-disclosure

Amarac offers competitive salaries and some benefits, employee assistance program, career development, and training programs. *Amarac believes that all persons are entitled to equal employment opportunity and does not discriminate against nor favor any applicant because of race, sex, color, disability, national origin, religion, creed, age, marital status, citizenship, veteran status, gender, or any other protected class. Equal employment opportunity will be extended in all aspects of the employer-employee relationship, including, but not limited to, recruitment, hiring, training, promotion, transfer, demotion, compensation, benefits, layoff, and termination. In addition, Amarak will make reasonable accommodations to known physical or mental limitations of an otherwise qualified applicant with a disability, unless the accommodation would impose an undue hardship on the operation of our business.*

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