

Role: Sales Support coordinator

Department: Sales
Reporting to: Head of Sales

Job Description

SURBODINATE ROLE The coordinator plays a dual role in supporting the sales team in revenue-generating activities while planning, coordinating, and managing internal sales projects from initiation to completion.

FUNCTION Sales Support & Planning

JOB PURPOSE Support the company's brand growth and commercial objectives by coordinating with company sales executives, and marketing team to review market trends, support business development initiatives, and ensure effective planning and execution of the deals.

KPA

Sales Support & Business Growth

RELATED TASKS

- Coordinate and prepare sales support materials including proposals, presentations, pitches, and contractual documentation and ensure all are delivered on time.
- Coordinate with the media buying/Publishing & Production team to collect pricing, timelines, technical details, and execution plans. Ensure inputs are consolidated into coherent proposals that reflect operational feasibility.
- Collaborate closely with the marketing manager as the voice of the sales function to drive brand visibility, align campaigns with client needs, and ensure high levels of client satisfaction.
- Conduct market research to identify trends, competitors, and growth opportunities to support informed sales and planning decisions. Share insights with sales and management teams to support strategic positioning.
- Support business development plans through data analysis and coordination. Support tracking of initiatives and progress of business activities against agreed objectives.
- Represent the company at industry events and networking forums build relationships, gather market insights, and

strengthen brand presence. Support Sales Executives by identifying potential opportunities and sharing post-event insights.

Personal Attributes		
CRITERIA	ESSENTIAL	DESIRABLE
Qualification:	Bachelor's Degree or Diploma in Business, Marketing, Sales Management, or a related field.	Business, marketing, or related field
Experience:	Experience in sales support, account management, or sales team coordination.	Sales & Project management
Knowledge & Skills:	<ul style="list-style-type: none"> • Technical knowledge of EARS & Customer Value Propositions. • Proposal writing and presentation skills. • Strong digital literacy and reporting skills. • Excellent oral and written communication skills. • Ability to coordinate cross-functional teams effectively. 	Knowledge of sales CRM tools and project tracking systems. Tools like canva, power point, lukus, illustrator etc
Behaviors	<ul style="list-style-type: none"> • Strong business acumen and results-driven mindset. • High level of professionalism, ethics, and integrity. • Excellent judgment and decision-making ability. • Strong persuasion and stakeholder management skills. • Creative, innovative, and solution-oriented mindset. • Ability to work under pressure and manage multiple priorities. 	