



## Are you extraordinary?

### Commercial Director

Are you always looking ahead, seizing opportunities and creating a better future?

If this describes you keep reading...

A Digicel employee is responsive, agile and caring. They push boundaries and are uncomfortable being comfortable.- They question norms and they put their ideas into action. They care about their customers and they show it. That's why 11 million customers worldwide, including Bermuda, choose and trust Digicel.

### We are seeking an extraordinary Commercial Director.

The Commercial Director will report to the CEO and will be responsible for driving and maximizing subscribers and revenues. They will lead all commercial promotions and play an extensive part in developing, providing, implementing and managing a roadmap of commercial activity for the Bermuda Market. The role will work closely in the local commercial and management teams within the organization.

#### The responsibilities will include:

- Providing management oversight and assisting with the overall strategy, direction and operations of all business development initiatives and managing the commercial forecast/pipeline
- Developing segmentation and predictive methods for the management of customer retention
- Tracking and analyzing all promotions that are live in the market
- Anticipating market climate and recommending pipeline promotions designed to capitalize on user needs, areas of interest and new product or feature offerings ; presenting the business justification in order to gain support for their implementation
- Execution, management and analysis of Sales and Marketing campaigns
- Analyze churn; manage and implement a strategy to reduce this
- Assist in the analysis and development of new pricing structure and promotions to drive subscriber base and ARPU
- Regularly measure and analyze the impact on revenue each product and service offer yields and utilize the data for planning future promotions and develop and execute a business development strategy which meets changing marketing and competitive conditions
- Co-ordination of a Customer Driven product portfolio by ensuring that the products and services are consistent with customer's needs, and Driving corporate, postpaid solutions as well as pre-paid offerings.
- Work with the product manager to conceptualize and develop Product Portfolio with new and existing revenue-generating opportunities. Ensuring consistency of pricing in products and services across the group including promotional campaigns

#### The successful candidate will possess:

- General management capability with proven record in Marketing, Sales, People Management and Strategic Development.
- Five (5) years management experience in a Commercial field
- A proven record of management and delivering customer focused strategic plans with clear revenue goals
- Strong Excel and Project Management Skills
- The ability to create wide-vision strategies and drive the implementation with appropriate tactics.
- Excellent knowledge of pricing and commercial analysis
- Highly self-motivated and adaptable, an effective team player

For more information, or to confidentially apply for this excellent opportunity, please contact:

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Closing date for applications: August 5, 2013