

# HEAD OF CONSUMER

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

Digicel is seeking a **Head of Consumer** who has a passion and flair for Consumer and Sales management and is an expert in mobile, residential internet and related new services.

The Head of Consumer will be responsible for delivering Consumer and Sales plans to meet or exceed targets across all Digicel and BTC residential product categories, current and future. Creating a high-performance culture placing the customer at the centre and ensuring outstanding service and experience to build trust and loyalty.

## **Primary Responsibilities include (but are not limited to):**

- Maximize sales development plans across all routes to market to support targets of existing and new services
- Leadership role in developing retail sales, including people development and incentivisation, store optimisation, operations and processes
- Management of retail operations to ensure optimal stock availability & store merchandising
- Ownership of retail team budget
- Collaboration with internal tele-support teams to identify and develop opportunities to better respond to customer needs
- Actively engage with Marketing, Operations and Customer Care teams to ensure effective deployment and integration of sales initiatives
- Sales ownership of all residential sales including delivery against new activation
- Maintain sales volume, product mix and selling price by keeping current with changing trends including competitor and other market product knowledge
- Reporting and communication of performance
- Responsibility for Mobile Advertising revenue line and growing this channel
- Assist in proposition development to ensure Consumer acquisition targets are achieved
- Grow mobile data revenue to successfully achieve aggressive budget target
- Maximise LTE commercial opportunity to ensure Consumer ARPU targets are met
- Support in securing greater mobile committed revenue

## **The successful candidate will possess the following qualifications, skills and experience:**

- Bachelor's Degree or Equivalent
- A highly effective and motivated Consumer and Sales professional with at least 3 years management experience
- Evidence of success in managing a retail sales team
- Exceptional commercial acumen with proven experience in developing consumer propositions
- Knowledge of ISP services and the market in Bermuda
- Confidence in presenting and securing agreement at all levels within a business
- Ability to work well in new market launch, acquisition, or start up environment

Interested persons should apply with a cover letter and detailed resume via [www.btc.bm](http://www.btc.bm), click on the Careers link.

Closing date: **July 6, 2017**

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