

## JOB TITLE – MARKET CHAMPION: PUBLIC SECTOR

**Position reports to:** : Africa Sales Manager  
**Direct Reports** : Not Applicable  
**Office Location** : Adapt IT Johannesburg Campus

## PURPOSE OF THE POSITION

The objective of employing a Market Champion Public Sector for the CaseWare Africa Division is to grow revenue by acquiring new clients across multiple countries in East-, West- and Southern Africa. The role requires to have a primary focus on New Business development, in addition to retaining existing clients, and conducting ongoing Market Research on the adoption of the various reporting frameworks and reporting trends per region.

## PRIMARY RESPONSIBILITIES FOR THE ROLE

### a) Revenue Growth

- Achieve personal sales targets by developing new business with prospective clients and through up-selling in the existing client portfolio;
- Execute a structured plan to achieve set targets by achieving activity quotas in collaboration with the in-country Public Sector Representatives.
- Actively and successfully manage the sales process: from lead generation, opening new business opportunities to closing pipeline across multiple regions in personal capacity and drive effective behaviour with the in-country Public Sector Representatives.

### b) Business Development

- Achieve growth by generating new business through selling and managing relationships with key customers;
- Manage and maintain pipeline coverage sufficient to target across three regions.
- Build pipeline with the Team in the form of sales proposals, quotations and Tenders where applicable, conduct software demonstrations at scale, attend industry relevant events.
- Drive the required business development activities of a Market Champion.
- Timeously prepare and execute on Campaign Management schedule to support required pipeline growth by product and region



#### c) Account Management

- Achieve Renewal revenue and GP targets as per sales plan;
- Adopt the CaseWare Africa sales methodology; Consultative Value-based consistently across client portfolio
- Deliver timeous monthly = feedback and detailed reports that contribute to business results.

#### d) Stakeholder Relationships

- Demonstrate a consultative sell approach to achieve clients' needs;
- Develop new business relationships;
- Grow strategic relationships with all internal and external stakeholders.
- Develop and grow key internal relationships to support client needs;
- Drive business credibility with the existing clients, key stakeholders and potential new clients.

#### e) Market Research

- Define the Public Sector market per region according to Public Sector Entity Type (National-, provincial-, local government, Parastatals, Agencies etc), Accounting Frameworks, Financial Year Ending & Budget cycles, Compliance urgency, Reporting deadlines and technology adoption.
- Provide insights on IPSAS Accrual migration per country.
- Identify strategic partnerships with influential third parties (oversight Authorities, Treasury, Auditor General etc).
- Understand and develop compliant Tender packs per country in line with procurement requirements of the Public Sector Entity type
- Based on research update product and consulting on reporting requirements to ensure localized compatibility.



### QUALIFICATION AND EXPERIENCE REQUIREMENTS

- Completed BCom degree or similar
- At least 5 years sales (either internal or external) experience in a Public Sector environment; and
- Proven track record in consistently meeting or exceeding targets in an established sales engine
- Proven appetite for Market Research and Development for Sub-Saharan Africa
- Experience in team collaboration to execute on collective goals

### KNOWLEDGE

- SAAS concept
- (Public Sector) Accounting knowledge;
- Audit environment knowledge; and
- Formal sales training

### SKILLS

- Solid experience with CRM systems (Salesforce is preferable);
- Comprehensive understanding of reading and managing Sales Dashboards; and
- Expert knowledge of MS Office & the Google Drives Suite.

## ATTRIBUTES

- Strong leadership ability with personal credibility capable of effectively interacting with internal and external stakeholders.
- Sound influencing skills in dealing with internal and external stakeholders;
- Focused and results oriented, driven by excellence;
- Sound values with high integrity;
- Effective communicator at all levels;
- Thinking and acting in the interests of the Group as well as the Division;
- Ability to develop compelling Sales Initiatives that deliver results with a strong attention to detail;
- Ability to work in a fast-paced, high pressured and collaborative environment
- Ability to effectively manage time, prioritize tasks and work within deadlines with little supervision;
- Ability to analyse business opportunities and read situations well via Sales Dashboards; and
- Mature individual with high level of emotional intelligence.

## APPROVAL

The signatories hereof, confirm that their acceptance of the contents and recommend the adoption thereof,

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**Africa Sales Manager**

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**Date**

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**Market Champion: Public Sector**

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**Date**

