

LEAD GENERATORS JOB DESCRIPTION

JOB TITLE: Lead Generator - Intern

LOCATION: Assigned Districts, Dar es Salaam

EMPLOYMENT TYPE: Internship

About the Role:

We are seeking energetic and self-driven Lead Generators to source and qualify potential clients in their assigned district in Dar es Salaam. This is a field-based role with one day in an office. A lead generator will receive weekly transport allowance and additional incentives for leads that successfully convert into clients. You will work independently in the field, with regular updates and reporting to the Sales and Marketing Officer. Exceptional performers during the program will be considered for extended opportunities within the Sales and Marketing Department after the internship.

Key Responsibilities:

Lead Generation:

- Identify MSMEs (micro, small, and medium-sized enterprises) within the district that aligns with the company's financing solutions.
- Proactively approach and engage business owners to introduce our services.

Customer Visits:

- Conduct daily visits to businesses to assess their needs and gather accurate details.
- Maintain a consistent presence in the assigned district to build rapport with potential clients.

Reporting and Updates:

- Provide daily updates on progress to the Sales and Marketing Manager.
- Submit a weekly summary of lead and client visited every Monday.
- Attend check-in meetings at the office every Friday for detailed reporting and alignment with the sales team.

Market Insights:

- Stay informed about local business activities, competitors, and trends in the district.
- Provide feedback from the field to refine lead generation strategies.

Collaboration:

- Coordinate with the Sales and Marketing team to ensure a seamless handover of qualified leads.

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Qualifications & Skills:

- Recently graduates completed a degree/diploma in Business, Marketing, Communications, or a related field.
- Previous experience in a banking or microfinance sales position is a significant advantage.
- Familiarity with MSMEs, their business models and financial needs.
- Strong interpersonal, communication, and negotiation skills.
- Ability to work independently and meet targets consistently.
- Strong ability to build and maintain client relationships.
- Knowledge of the assigned district and its business environment.
- Proficiency in basic reporting and data entry.
- Candidates living in or near target areas will be prioritized

Compensation & Benefits:

- Incentives: eligible to receive a weekly transport allowance
- Opportunity to work closely with experienced professionals and gain industry insight
- Training and ongoing support provided to help you succeed.

Work Schedule:

- Field-based work from Monday to Thursday, with daily progress updates to the supervisor.
- Weekly clients visit updates are submitted every Monday.
- Full-day check-in at the office every Friday.

Key Performance Indicators (KPIs):

- The number of quality leads generated weekly.
- Conversion rate of leads to clients.
- Consistency and timeliness of reporting.