SALES & MARKETING EXECUTIVE

Employment Type
Full-time

Job Location
30C Simeon Akinlonu Crescent, Victoria Island, Lagos, Nigeria, Lagos, Nigeria

Date posted
February 20, 2026

Description

The Sales and Marketing role is primarily responsible for the tactical execution of sales activities to drive demand for the company's petroleum products.

The role supports the development of the sales strategy and is accountable for executing it through active market engagement, lead generation, and customer acquisition. The ideal candidate will already have an active network of customers with existing demand for petroleum products and the ability to leverage these relationships to originate and convert sales opportunities. Working closely with internal teams, this role ensures consistent pipeline development, market feedback, and effective go-to-market execution.

Reporting Relationships

Chief Business Director

Interactions

Internal

- Chief Business Director
- Divisional and Departmental Heads
- Strategy & Transformation, Operations, HR
- Finance and Legal
- All OMSA Staff

External

- Existing and prospective clients
- Marketing vendors and service providers
- Industry and professional networks

Education & Professional Qualification

- Bachelor's Degree in Business, Marketing, Management, or a related discipline
- Membership of relevant professional or industry bodies is desirable

Experience

- 5–6 years' experience in sales, marketing, or commercial support roles.
- Experience in professional services or integrated services environments is an advantage.
- Exposure to CRM tools, proposal preparation, or client engagement is desirable.

Skills & Competences

- Strong communication and interpersonal skills
- Sales follow-up and coordination ability
- Marketing execution and campaign support
- Attention to detail and organization
- Basic commercial awareness
- Proficiency in MS Office and CRM tools

Responsibilities

Sales Execution & Client Engagement

- Support the execution of OMSA's sales activities and revenue targets.
- Follow up on leads, prospects, and enquiries and convert them into active opportunities.
- Prepare and coordinate proposals, presentations, and sales documentation.
- Support pricing discussions and contract documentation under guidance.
- Maintain accurate records of leads, opportunities, and client interactions.

Client Relationship Support

- Maintain regular communication with clients to support retention and repeat business.
- Assist with account management activities and client follow-ups.
- Ensure smooth coordination between clients and internal delivery teams during engagements.

Marketing Execution & Brand Support

- Support the execution of marketing campaigns and initiatives.
- Assist with content development, digital marketing activities, and brand communications.
- Coordinate participation in events, meetings, and market-facing activities.
- Maintain and update CRM and marketing databases.

Market Awareness & Reporting

- Track competitor activity and basic market trends.
- Prepare periodic sales and marketing activity reports.
- Capture client feedback and market insights for internal review.

Customer Database & Engagement Framework

- Build, maintain, and continuously update a structured customer database, ensuring accurate records of contacts, customer segmentation, engagement history, and opportunity status.
- Support the development and implementation of customer engagement framework, including defined engagement touchpoints, follow-up protocols, and engagement cadence across key customer segments.
- Use customer data and engagement insights to support pipeline development, client retention, and informed sales and marketing decision-making.

Apply Online

To apply kindly click on the link below

APPLY NOW