

**From:** Human Resource Department

**TO:** Babatunde Odubanwo

**Role:** New business lead & Storytelling Management

**Reports to:** Kingsley, Funke and MD

**Job objectives**

* To administer strategy and approach to creating brand storytelling
* To innovate the conceptualization, development, testing, launch and management of a new products based on user needs and opportunities

**Job Responsibilities**

**New business**

* Spot new business opportunities and work with the product team to implement approved initiatives
* Develop, review and present product plans / processes , determine marketing approach and ensure agency compliance
* Liaise with client key contact to interrogate objectives, projects and deliverables
* Drive the product marketing engagement with clients/prospect
* Build and leverage relationships with client, partners and third parties
* Brief and debrief product team to determine action points and delivery timeline per client
* Assign projects, follow through delivery and ensure profitability of te project
* Ensure winning strategy , agency compliance and profitability
* Ensure teams daily report to business lead and alignment/approval of the business lead and/or MD
* Understand the business at Teon Engine and ensure alignment with the CTO
* Ensure products development are optimal , delivery is timely and updates are timely

**Story telling**

* Understand, analyze and develop strategies to achieve clients objectives, needs, issues and opportunities to develop the storytelling direction
* Build relationship to liaise and connect with the media community uisng both traditional and digital channels.
* Ideate and transform data in concise narratives and dashboards that will drive strategy planning and decision-making at the executive management level and across the teams
* Create conversation map driven by campaign//Clients objective to map content style for each of identifies media channel by the target audiences and their interests, in collaboration with the client services team.
* Coordinate and manage press events
* Develop budgets for media events and ensure profitability
* Timely mentions monitoring
* Monitor the Precise tracker for campaign deliverables and ensure that all campaign contents are documented within the campaign timelines.
* Prepare and administer talking points, key messages, and editorial pieces or presentations for major external industry events and conferences on behalf of the client.

**KPIs**

* Delivery of new products must not exceed 10 days of original schedule (escalate exceptions to MD in a timely manner)