

Job description Telemarketer Start-a-Library at Storymoja Publishers

Start a Library

Start-a-Library is a long-term project that aims to change Kenya's reading habits by attempting to make reading more accessible to children especially in disadvantaged areas and improving attitudes towards reading for pleasure. Its main objective is to provide public & informal primary schools in slums and other low-income areas in Kenya with non-curricular books. Kenyans are encouraged to 'start a library' in these public schools by donating children's books.

Through a sales campaign, both via telemarketing and social media, Start a Library aims at selling children's book packages.

The telemarketer is responsible for selling book packages over the phone to different target groups. The telemarketer will be supervised by the program manager of Start-a-Library.

Tasks telemarketer

- 1) Contact businesses or private individuals by telephone in order to request donations for a charitable cause.
- 2) Maintain records of contacts, accounts, and orders
- 3) Build up warm relationships with customer over the phone.
- 4) Come up with ideas on how to find potential new customers

Required qualities

Are you a sales person with excellent communication skills. You are expressive, and know how to persuade people without being pushy. You are a book lover and can convince customers over the phone with your enthusiasm about reading.

Required experience

You have experience in sales over the phone. You have experience in working with targets. You have experience in working in a cultural or books related environment. You are entrepreneurial and willing to learn new skills.

Availability & Salary

You work on the project for 5 days a week. The working hours are: 8.30 am -5.30 pm. As a base salary, you receive 16,000 Kshillings Per month. For every extra book you sell (above the target of 1 book package per week) you receive 25 shillings. Book packages contain 9 up to a 100 books.

Please send our letter of motivation + cv to

Esther Gaarlandt, Project manager Start-a-Library
esther@storymojaafrica.co.ke