Attachments

**Sales and Marketing Manager Position Description.docx**

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| **Sales & Marketing Manager****Job Overview**The Sales & Marketing Manager is responsible for planning and implementing sales, marketing and service development activities. They are to co-ordinate the customer relationships with existing and potential customers and investigate and provide expertise on possible new markets that the organisation can expand within.**Key Responsibilities/Duties**The following are expected responsibilities and duties for this role:* Develops and implements strategic marketing and sales plans
* Forecasts sales and marketing activities in line with strategic objectives
* Develops and manages sales & marketing budgets
* Plans and monitors marketing activities including advertising and promotion events
* Directing sales forecasting activities and setting sales targets
* Establishes and maintains a consistent brand throughout the organisation’s documentation
* Manage expenditure for Sales & Marketing activities in line with budgetary requirements
* Develops and recommends service positioning in line with market trends
* Ensures effective control of marketing goals, taking corrective actions as necessary to guarantee achievement of the goals
* Develop and oversee market strategy in line with current market conditions
* Monitors competitor services, sales and marketing activities
* Development of marketing activity reports
* Establishes and maintains relationships with partner/strategic organisations
* Manages staffing, training, and performance evaluations for the Sales & Marketing department
* Reviews and analyses sales performance
* Directs market development activities and coordinates sales distribution by establishing sales quotas and goals
* Manages relationships with key clients
* Coordinates liaison between sales department and other departments
* Assists other departments to prepare publications
* Prepares periodic sales report providing insights into market conditions and sales volumes

**Expected Competencies*** Business Acumen
* Communication Proficiency
* Customer/Client Focus
* Leadership
* Presentation Skills
* Problem Solving/Analysis
* Results Driven
* Strategic Thinking

**Education**Minimum of Advanced Diploma of Leadership and Management or higher qualification. |