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. |