



SENIOR MARKETING & SALES OFFICER (LEVEL 6)

Existing Salary: \$3,094,839.00 - \$4,162,214.00 per annum.

With effect from April 1, 2024 \$3,501,526.00 - \$4,709,163.00 per annum.

JOB PURPOSE:

Under the general direction and supervision of the Director, Marketing and Sales, the incumbent is responsible for developing and coordinating the efficient and effective execution of plans for selling the products and services of the Agency.

KEY RESPONSIBILITY AREAS:

- Recommends revised/new products, services, and opportunities;
- Participates in the development, launch, and distribution of new products and services;
- Participates in the revision of existing products and services to improve branding, promotion, and distribution;
- Develops sales strategies for products and services aligned with the strategic direction and objectives of the Agency;
- Monitors, evaluates, and reports on the effectiveness of marketing and sales strategies, campaigns, and activities.
- Establishes sales objectives by creating a sales plan and targets in support of the Agency's objectives.
- Assists with developing pricing strategies to maximize the Agency's revenue potential.
- Participates in project design and planning to ensure alignment with sales and revenue forecasting
- Participates in production planning to ensure adequacy to meet supply and revenue targets
- Surveys consumer needs and trends to inform products and service development.
- Participates in the development and production of marketing and sales materials created by the Agency;
- Participates in the implementation of marketing programs and the expansion of sales opportunities.
- Collects and provides competitive information such as pricing and promotional activities.
- Liaises with representatives at the Agency's sales points and provides updates as required.
- Contributes to the preparation and implementation of the Branch and Division's strategic and operational plans and budget;
- Participates in planning and implementation of special projects undertaken by the Agency/Branch/Division;
- Establishes and maintains effective relationships with marketing and sales professionals;
- Keeps abreast of trends in marketing and sales and recommends their adoption/application where appropriate to enhance effectiveness;
- Participates in the coordination and execution of the Agency's participation in exhibitions and other events;
- Contributes to the development of relevant operating procedures and guidelines within the Agency.

- Participates in relevant staff training as required;
- Prepares and submits special and periodic (monthly, quarterly, and annual) analytical reports to the Head of the Branch;
- Demonstrates/upholds the Agency's core values in personal and professional behaviors;

Other Responsibilities

- Performs any other related duties that may be assigned.

PERFORMANCE STANDARDS:

- Sales plans developed in the agreed timeframe and accordance with the Agency's marketing strategy, organizational priorities, and revenue targets;
- Sales activities executed in keeping with the Branch's strategies and programs;
- Sales programs are effective and revenue targets are achieved;
- Reports and assignments are completed and submitted in accordance with established timelines;
- Market research designed, approved, and executed within the agreed timeframe;
- Reliable data provided;
- Confidentiality, dependability, and tact are displayed in the conduct of duties;
- Stipulated deadlines, targets, and quality standards are consistently met;
- Excellent, harmonious relationships exist with stakeholders.

REQUIRED COMPETENCIES

The post-holder must be/demonstrate:

- Target Driven;
- Team player;
- Initiative, ingenuity, creativity, and innovation;
- Strong interpersonal and customer orientation skills;
- Excellent communication, negotiation, marketing, and sales skills;
- Excellent research and analytical skills;
- Good knowledge of the operations of the Agency;
- Excellent written and verbal communication skills;
- Good presentation skills;
- Good time management skills;
- Good judgment, decision-making, and problem-solving skills;
- Excellent planning and coordinating skills;
- Ability to build strong and effective partnerships;
- Proficiency in relevant computer applications and systems.

MINIMUM REQUIRED EDUCATION AND EXPERIENCE

- First Degree in Marketing, Management Studies, Public Relations, Business Administration, or related disciplines.

- Training/Certification in Sales.
- Training/Certification in Customer Service.
- Three (3) years' related experience

OR

- Associate Degree or Diploma in Marketing, Management Studies, Public Relations, Business Administration, or related area
- Training/Certificate in Sales
- Training/Certification in Customer Service.
- Minimum of 5 years related experience

OR

- Any equivalent combination of qualification and experience;
- Mediation and conflict resolution training/competence would be an asset

SPECIAL CONDITIONS ASSOCIATED WITH THE JOB:

- Normal office environment;
- Island-wide travel;
- Occasional forest environments with rugged terrain.

Applications along with résumés should be submitted no later than **Tuesday, April 2, 2024 to:**

Senior Director,
Human Resource Management & Development
Forestry Department
173 Constant Spring Road
Kingston 8
Email: hcmd.fd@gmail.com

We thank all persons who express an interest; however, only short-listed applicants will be contacted.