**Job Advertisement**

MARKETING & SALES MANAGER

A reputable International organisation is seeking to hire a professional Sales and Marketing Manager for The Gambia subsidiary who will implement marketing plans and works to meet sales targets, tracks marketing and sales data and identifies areas of improvement.

**Main Responsibilities**

Reporting to the CEO/Managing Director; the Sales and Marketing Manager will be responsible for:

- Enforce and deliver high performance in all sales areas and segments, maintain and actively develop the team to become a high-performance sales team - balancing gender, experience, and capabilities.
- Hunt and develop new opportunities by developing a robust pipeline of customers.
- Ensure full understanding of customer requirements and insights on current competitor landscape.
- Ensure development of robust offer propositions, which make commercial sense.
- Contributes information, ideas, and research to help develop marketing strategies.
- Helps to detail, design, and implement marketing plans for each product or service being offered.
- Perform online Email and digital marketing.
- Sets marketing schedules and coordinates with colleagues, sponsors, media representatives, and other professionals to implement strategies across multiple channels.
- Develops sales strategies and approaches for various products and services, such as special promotions, sponsored events, etc.
- Answers questions from clients about product and service benefits.
- Maintains excellent relationships with clients through superior customer service.
- Analyses trends, data, demographics, pricing strategies, and other information that can potentially improve marketing and sales performance.
- Creates and presents regular performance reports for the Senior Partner and CEO/Managing Director.
- Helps to interview, hire, manage, and direct members of the company's marketing and sales teams.
- Assigns specific employees to marketing and sales projects or client accounts as needed.
- Implements and adheres to company policies and procedures.
- Attends trade shows and travels to meet clients as needed.
- Coordinates marketing events as needed.
- Procure new clients by building strong long-term relationships and build on and maintain existing client relationships.
- Assess and identify new opportunities for growth.
- Assessing current market trends with the aim to provide new ideas to the technical team to open new ways to improve market penetration and profitability.
- Gather, analyse, and interpret marketing, customer, and pricing data to devise action plans and increase sales.
- Represent the company in events, conferences, etc.
- Schedule and manage annual promotional calendar (e.g., trade shows, product & price, etc).

**Experience and Key Competencies**

- The right candidate needs a minimum of 7 years' experience in Sales and Marketing.
- Good knowledge of creating new offers, and customer operations.
Strong insight mindset with the ability to inquire, advocate and liaise internally and externally as well as integrate key insights into developing customer offers.

- Good understanding of how to prepare and develop winning customer strategies
- Excellent internal and external stakeholder management skills
- Commercial mindset with the ability to close deals.
- Be driven and ambitious to win new business but also be able to respond to negative outcomes, positively.
- Strong external mindset with the ability to understand a diverse set of customers, ask relevant questions and integrate these into the offer approach.
- Ability to quickly develop positive relationships, internally and externally; and
- Be a self-starter.

**Relevant Skills Required:**

- Communication Skills
- Negotiation skills
- Experience working in a professional office environment
- Excellent computer skills, including a high degree of proficiency in Microsoft Word, Excel, Outlook, and PowerPoint
- Excellent organizational and time management skills
- Great customer service and interpersonal skills
- Friendly, service-oriented personality
- Comfortable in a fast-paced and ambiguous environment
- A broad functional understanding of sales and marketing
- Ability to grasp new technical concepts quickly
- Strong analytical skills
- Highly organized and autonomous, but also collaborative and able to work cross-functionally
- Proficient in Microsoft office suite and Google suite
- Comfortable working in fast-paced, high-growth environments
- Able to prioritize and meet deadlines without sacrificing quality
- Experience creating organizational alignment

**Qualifications:**

- Master’s degree in Sales, Marketing, or equivalent
- Bachelor’s degree with 7 years’ experiences in lieu of a master’s degree in related field.
- Experience in Customer Service, Client Relationships, Interpersonal Communication, Marketing Strategies, Product Development, Creativity, Data Tracking, Written and Verbal Communication
- Experience with graphic design and/or creative writing would be an advantage.
- Other professional Information Technology qualification, and experience in digital marketing will be an advantage

**Salary:** Very attractive

**NB:** the organization has a balance Gender Policy, and encouraged all qualified female candidates to apply.

1. **Method of application:** Applicants must submit an application letter, curriculum vitae with names and addresses of two referees, copies of academic/professional certificates and other relevant documents should be submitted to the following email:

   gambia@jsmorlu.com
2. **Deadline:** The Deadline for submission of applications is **31st August 2022 @ 23:59 hrs.** GMT prompt.