



**TEACHERS SAVINGS AND LOAN SOCIETY LIMITED, THE LARGEST SAVINGS & LOAN SOCIETY
IN PNG & THE PACIFIC, INVITES APPLICATIONS FOR THE FOLLOWING POSITIONS:**

MANAGER, SALES & MARKETING

We are seeking to recruit a Manager, Sales & Marketing for our Marketing and Media Relations Department. Reporting to the Head of Brand, Marketing & Communications. The successful incumbent will be responsible for the management of all marketing, advertising/promotional, and sales activities, with the key focus on business and channel development, customer relationship management, and product and services management.

Key Accountabilities:

- Develop annual sales & marketing plans in collaboration with Senior Management which will focus on meeting organizational objectives.
- Strategy development and planning of campaigns that can promote the business and generate genuine traffic (both offline & online).
- Provide information by evaluating customer research data and information on market conditions, competitor data, and customer research.
- Liaise with Manager, Branch Support & Branch Managers on sales & marketing activities. This includes the management and distribution of merchandise and other items to support all branches.
- Promoting the company's existing brands and introducing new products and campaigns to the market.
- Establish business relationships with media outlets (print & TV) and communicate directly with them on positive and timely media coverage for sales and marketing programs.
- Analyze potential business partners for sales and members' interest.
- Manage sponsorships and other endorsed community events in line with business goals.
- Accomplish marketing & sales staff objectives by recruiting, selecting, training, and coaching employees.
- Determine annual and gross profit plans by forecasting and developing annual sales quotas for regions.
- Accomplish marketing and sales objectives by planning, developing, implementing, and evaluating advertisements.
- Improve product marketability and profitability by researching, identifying, and capitalizing on market opportunities.
- Identify marketing opportunities by understanding consumer requirements.
- Create and engage an informative content for the website, blog, social media, and any other content marketing channels that the business might leverage.
- Building sustainable relationships and partnerships with other key players such as vendors, advertising agencies, and creative artists as per the need.
- Develop customer acquisition and customer retention strategies to retain current/existing customers and also to acquire new customers.



Key Qualification, Experience & Requirement:

- Bachelor's Degree in Sales & Marketing or relevant business discipline. Post Graduate qualifications will be highly regarded.
- 3-5 years of sales/marketing experience in a management role within the Banking/Finance sector or sales/marketing industry.
- In-depth knowledge and understanding of marketing and sales.
- Extensive experience in all aspects of developing and implementation of marketing strategies to meet organizational objectives.
- Good Financial Planning and proven strategic management experience.
- Strong understanding of customer and market dynamics and requirements.
- Proven ability in managing all markets, advertising, sales and promotional activities and delivering sales targets within required time frames.
- Strong analytical, organizational, and creative thinking skills
- Excellent written and verbal communication skills, interpersonal skills and customer service skills.
- Superior organizational and time management skills.
- Strong negotiation and influencing skills
- Well versed with different types of organic as well as paid marketing channels such as content marketing, PPC advertising, Search Engine Optimization, Search Engine Marketing, Outdoor Marketing, Social Media Advertising, email campaigns, lead generation initiatives, website design and landing page enhancement, copy writing, and comprehensive performance analytics of the marketing campaigns.
- Proficiency in a range of Microsoft applications (Word, Excel, Power Point, Access).
- Proficiency in a range of sales/marketing software and platforms is a bonus.
- Strong people leadership skills with proven coaching and mentoring experience.
- Experience in Digital Marketing
- Experience in Product Development

If interested, please submit your Expression of Interest, Updated Resume, copies of your Educational Qualification, References, valid Police Clearance and Medical Report to;

The Head of Human Resources
Teachers Savings & Loans Society
PO Box 319, Waigani National Capital District
Email: TISA.Recruitment@tisa.com.pg

Only shortlisted applicants will be contacted

Applications close at 4pm, Friday, 17 March 2023
