

SALES & MARKETING MANAGER

JOB PURPOSE: The Sales & Marketing Manager is responsible for leading the development and implementation of EAMVL's marketing, and sales strategies; contributing to the success of EAMVL by ensuring that income from sales is in line with the targets articulated in the strategic plan. In addition, he/she is responsible for ensuring that market research is carried out, that an appropriate brand is developed and rolled-out both internally and externally, and for ensuring that customer experience is consistent with the brand, across the value chain, for all customers

REPORTS TO: Managing Director

SUPERVISES: Sales Officers

SCOPE OF RESPONSIBILITIES

Area of Responsibility	Action Steps
Strategic Management Contribute to the executive management of EAMVL ensuring that sales and marketing activities support overall strategy	Develop a Sales & Marketing strategy and plan that supports the overall company strategy and receives Management and Board approval; prepare forecasts to guide the process and highlight the cash cows to production
	Advise Board and Management on improvements and changes in marketing strategies and programs
	Drive the development and roll-out of EAMVL brand both internally and externally; liaise with department heads to ensure that customer experience is consistent with the brand in all areas
	Ensure that all outlets are efficiently managed and are in full operation (right staff, right products etc.) so as achieve economic viability; develop creative techniques and tactics to meet business goals
	Develop and implement an effective distribution strategy so that the most effective distribution interventions are in place and all aspects of distribution are efficiently managed; develop a blue print for the selection and remuneration of agencies all across the country
Marketing Strategy and Planning Develop international and regional sales strategies and marketing plans; work with Research and Development to ensure continuous revenue growth in both domestic and international markets	Research trends and policies in domestic and international markets to better understand and explore opportunities within these markets
	In liaison with R&D, review research trends and apply to decision making concerning product enhancements, new products and new markets
	Stay updated on best practices in sales, in order to apply latest, evidence-based strategies and ideas to departmental plans; review sales reports and apply findings to strategic planning
	Work with Finance team to develop effective pricing strategies and incentive schemes; participate in setting sales targets
	Represent EAMVL at national, regional and international conferences and trade shows; ensure that promotions are being conducted according to the marketing strategy

Area of Responsibility	Action Steps
	Develop sales strategies and plans for regional and international sales: <ul style="list-style-type: none"> • Ensure that all plans developed within the sales department will support goals and objectives outlined in EAMVL's strategic plan • Assist Sales Officers to develop creative strategies for penetration of their target market segments • Oversee the implementation of strategic plans and ensure effective roll-out and management • Work with Production Manager in innovation and improvement initiatives
Research Management and Implementation Lead market research projects needed to inform departmental planning and sales strategies	Lead Sales Officers in comprehensive analysis of customer requirements/needs so that they can fully understand psychology of buyers and decision triggers Evaluate information related to competitive/market research, customer research and focus groups; share findings with Management and R&D Carry out market research regularly to ensure that building trends, new policies and other factors are understood by sales and R&D teams Facilitate focus groups to collect customer feedback on new product, product comparisons, branding, etc. Conduct competitive analyses to understand competitive differentiators as well as shortcomings of EAMVL products Review reports of customer complaints and inquiries ensuring that corrective action is taken
Strategic Relationship Building and Networking Ensure that EAMVL is actively engaged in establishing and strengthening strategic relationships with key stakeholders and influencers	Manage strategic relationships and partnerships with major key stakeholders i.e. government officials e.g. Ministry of Health, URA, Joint Medical Stores, National Medical Stores, UMA, etc. Developing strategic-level collaborative partnerships that will maximise and add value to the growth of the business while mitigating the risk and exposure to the company Work with advertising agents/ agencies/ organisations to ensure the most effective advertising strategy is developed and implemented; ensure that mode and content reaches target market Ensure that Sales & Marketing team participate in networking activities as appropriate e.g. representing EAMVL at trade shows and conferences
Financial Management Ensure effective utilisation of finances associated with Sales & Marketing department	Develop and oversee the budget for the Sales and Marketing Department; ensure that plans and resources are matched and priorities for expenditure identified Participate in top level financial decision making by managing and understanding product gross margins; work with Finance and Procurement teams to ensure correct pricing Receive financial reports from Finance, review expenditure against budget and take corrective action; ensure cost-effective utilisation of resources at all times Ensure that all financial transactions managed by Sales & Marketing are carried out in accordance with EAMVL's policies and procedures; Safeguard EAMVL's financial resources by giving due consideration before signing approvals; ensure customer satisfaction with quick turnaround time

Area of Responsibility	Action Steps
	Prepare accurate, timely and analytical sales reports (weekly, monthly, quarterly, annual); follow-up any issues raised during audits when required
Team Leadership Lead the Sales & Marketing Team in a manner that empowers them to add value to EAMVL and deliver high standards of performance	Communicate to the Sales & Marketing team a clear and exciting vision for the work of EAMVL and the importance of their personal contribution
	Ensure the team is resourced with the expertise necessary to deliver on strategy through a combination of recruitment and management of staff
	Plan and organise the work of the team to accomplish strategic goals and targets in the most cost-effective and impactful manner possible
	Ensure that each team member is provided with clarity concerning expectations; provide training, coaching and accountability to support them in achieving results and delivering required standards and behaviour
	Notice and cultivate talent; ensure delivery of an engaging leadership style that motivates team members and encourages high performance

And other duties as requested by the Managing Director

REQUIREMENTS OF THE ROLE

Educational Qualifications:

- A Bachelors' Degree in Science, Engineering, or Business Administration or a related field majoring in marketing
- A Masters' Degree in business/marketing or a related field is an added advantage
- Professional membership with CIM

Job related experience and knowledge:

- 5-7 years of progressive sales and marketing experience in medium to large-sized businesses
- 4+ years in manufacturing preferred
- Comprehensive knowledge of marketing concepts, strategies, management and global marketing
- Extensive experience and proven success in analysing market opportunities, segmentation and positioning
- Proven ability to identify market trends and translate them into product initiatives
- Evidence of past effectiveness in growing an effective sales team and generating increased sales revenue
- Depth of knowledge and understanding in the psychology of buying, buyer persona development and development of effective sales strategy
- Strong understanding of regional and international markets
- Proven ability to successfully work as a team member and to build and maintain a positive work environment across the organisation
- Excellent communication skills (oral and written)

SIGNATURES

Name of Job Holder:	Signature(s):	Date:

Name of Supervisor:	Signature(s):	Date: