



Trinidad and Tobago
Postal Corporation

JOB OPPORTUNITY

MARKETING MANAGER

DIVISION: SALES & MARKETING

REPORTS TO: GENERAL MANAGER SALES & MARKETING

POSITION SCOPE:

The Marketing Manager will help identify opportunities and define priorities to drive business growth in the Commercial segment. The Manager will be responsible for gathering and analyzing category, competitive, customer and company intelligence to enable senior executive decision-making. This role is critical in continuing TTPost's leadership position by delivering data driven insights, understanding the needs of buyers and decision makers and transferring that knowledge to internal audiences.

KEY DUTIES AND RESPONSIBILITIES:

- Works with internal and external sources to gather and evaluate customer, competitor, market and company performance information to identify market development opportunities and threats; defines requirements and pursues research and information gathering to determine market potential.
- Gathers and analyzes intelligence to enable executive or team decision-making. Analyzes financial, internal marketing and industry data; assesses implications and recommends strategies and courses of action.
- Communicates findings, insights and recommendations to internal clients and stakeholders across the Corporation.
- Develops strategic and innovative approaches and programs to strengthen TTPost's position in defined target markets and/or to develop our presence in new markets.
- Prepares weekly and monthly work plans with the Account Executives and the Telemarketer.
- Make Sales calls/visits with Account Executive team.
- Develops a strong and efficient Philatelic and Stamps unit and achieve and surpass its revenue objectives.
- Works closely with the Courier department to develop work plans and execute projects.
- Provide weekly and monthly reports to the General Manager, Sales and Marketing on all revenue generating products and services.
- Assist the General Manager, Sales and Marketing with the design and implementation of the Corporation's Annual Marketing Plan and budgeting exercise.
- Continuously plans and allocates resources to drive different elements of the Marketing Mix while staying within budget.
- Oversees and manages the development of promotional materials including marketing collateral and print copies.
- Work collaboratively with all internal stakeholders related to the development of new projects and products in furtherance of the Corporation's Commercial objectives.
- Manages the customer service functions ensuring queries and complaints are dealt with in an effective and expeditious manner.
- Manage assigned workforce monitoring, appraising, motivating and disciplining as required.
- Monitors and ensures adherence to Health, Safety and Environmental rules, regulations and guidelines.
- Builds and develops a marketing team which is competent, commercially astute, dedicated, efficient and customer service focused.
- Assists the entire Sales and Marketing department to meet its objectives, live the values and culture and to practice company policies.
- Reviews and implements improvements to the departmental processes, policies and procedures and ensures adherence.
- Perform other related duties that may be required by the job function.

EDUCATION:

- A first Degree in Marketing or Business Management or a related discipline
- An MBA will be considered an asset
- Certification in Customer Service and Selling Skills

EXPERIENCE:

- At least 5 years at the Managerial Level with a successful track record in Marketing and Sales
- Supervisory Experience
- Experience working with teams

ESSENTIAL SKILLS / ATTRIBUTES:

- Effective Communication Skills
- Project Management Skills
- Report Writing and Presentation Skills
- Knowledge of Sales and Marketing principles
- Senior Manager Level Experience
- Established business relationships and contacts within Government Institutions, State Companies and Private Sector
- Experience interacting and negotiating with top level management
- Experience in delivering presentations to top level management
- Experience working in the field and visiting customers
- Experience working with targets within defined timelines
- Possess an engaging attitude with high self confidence and an optimistic view
- Able to identify new opportunities

The closing date for applications is **January 31, 2019.**

Please note that unsuitable and late applications will not be acknowledged.

Applications should be addressed to: -

**General Manager Human Resources
Human Resources Division
Trinidad and Tobago Postal Corporation
National Mail Centre
240-250 Golden Grove Road
Piarco, 350462
Trinidad and Tobago**