

1. POSITION DETAILS

Position: Manager Sales and Marketing

Department: Sales and Marketing

Location: 78 Brown Street

Reports to: General Manager

2. JOB DESCRIPTION

KEY RESPONSIBILITY	THIS IS ACHIEVED BY DOING THE FOLLOWING
Objective	<ul style="list-style-type: none">• The Manager Sales leads the sales and marketing function and is responsible for the development, implementation and monitoring of the Fiji Television Limited marketing plan resulting in the optimisation of advertising and sponsorship revenue.
Outcomes	Provide leadership and management of the sales and marketing function: <ul style="list-style-type: none">• Implement the strategic direction for the function;• Productive, efficient and motivated staff managed through the performance management system;• Safe, healthy and environmentally aware workforce;• Prepare and monitor the performance measures for the sales and marketing function – both financial and nonfinancial;• Established work procedures to increase efficiency and effectiveness while maintaining quality and compliance standards.• Build strong customer relations with existing and potential customers• Analyze budgets, preparing annual budget plans, scheduling expenditures, and ensuring that the sales team meets their quotas and goals. Increase advertising and sponsorship revenue: <ul style="list-style-type: none">• Develop, implement and monitor the sales and

	<p>marketing plan;</p> <ul style="list-style-type: none"> • Prepare promotion and sales plans; • Achieve maximum advertising revenue based on the potential advertising spend in the keys sectors of the economy; • Develop and maintain rate card (in conjunction with the General Manager) together with staff user guides; • Monitor the advertisement spend by segment and develop marketing campaigns to maintain market share; • Analyse sales revenue potential in value adding aspects of the Fiji Television business (such as merchandise). <p>Market Analyse:</p> <ul style="list-style-type: none"> • Coordinate the ratings, twice a year and provide interpretation and reports to the Executive Management; • Undertake customer survey to ascertain market acceptance and sensitivity factors by audience and customer grouping. <p>Inform Executive management:</p> <ul style="list-style-type: none"> • Revenue budgets, actual and forecasts; • Report on sales and promotions campaigns; • Market analysis reports; • Monthly collections reports; • Work with other departments to establish customer profiles and corresponding needs. <p>Demonstrate and uphold the image and value standards at all the times:</p> <ul style="list-style-type: none"> • Overall responsibility for the standard and compliance of advertisement delivered thorough Fiji Television.
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