

Post Description for SQCPSS Marketing Manager

1. Company: Central Pacific Producer Ltd
2. Salary level: L2
3. Housing Allowance: \$250.00/month, and Salary scale
4. Reports: CEO

5. Primary objective of the position:

To support the Company in promoting, diversifying and in exporting fish and seafood products to maximize profits through the development of sales and marketing strategies that will contribute to the Business Strategic Plan.

6. Internal Stakeholders

- a. Chief Executive Officer/Admin Staff
- b. Human Resource Manager
- c. FM/Account staff
- d. IFM staff
- e. CFM Supervisors/CFM Staff
- f. Board members

7. To be referred to CEO

- a. Promotion and plans of fish and seafood products that is be displayed and purchased.
- b. Reports and update progress of fish targets and demands.
- c. Report on any development which include upgrading, renovation, and establishing of new processing plants to meet export standard.

8. External Stakeholders

Fish partners, MFMRD, Air Kiribati, Shipping Agencies, Customers, and other Stakeholders

9. Key Accountabilities

Key Result Area/Major Responsibilities	Major Activities/ Duties	Performance Measures/Outcomes
<p>1. To oversee, manage and monitor CPPL fisheries value chain.</p>	<p>Identify products and markets.</p> <ul style="list-style-type: none"> • Establish and implement advertising and promotional campaigns for fish and seafood products or services on various media (social, print, etc.) • Collaborate with stakeholders on south Tarawa and outer island outlets. Monitor the flow of value chain and assuring that marine products are consistent. 	<ul style="list-style-type: none"> • Plan and record database of fish and seafood trends. • Strengthen communication channel with outer islands and other stakeholders. • On track with shipping agencies and airline schedules. • Supplies of marine products are consistent at the domestic and international market.

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| | <ul style="list-style-type: none">• boost the effectiveness of marketing strategies and improve the company's performance.• Working with BDO to monitor outer island fish markets and determine the best alternative of transportation.• Build strong relationship with transport partners.• Formulize renovation plans and progress reports to be submitted for approval.• Work with BDO in developing incentive mechanisms to engage, promote and motivate local fishermen.• Development and reviewing of HACCP, monitor the implementation of such plan with prompt actions to address correction actions.• Procuring, and purchase of approved processing materials. | |
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2. Develop and recommend sales strategies and approaches	<p>Contribute to the Management of annual sales.</p> <p>Assist the Fish Centers in managing the department's activities, roles, monthly targets including preparing budgets and monitoring expenses.</p>	Provide monthly return database of outer island returns and targets.
3. Conduct regular evaluation and assessments to measure effectiveness of marketing strategies	<p>Knowledgeable on HACCP procedures and provided trainings to Staff.</p> <p>Prepare HACCP guidelines and reports.</p> <p>Track and record all marketing activities, implement ways to evaluate the success and amend marketing measures when necessary.</p>	Identify the gaps in marketing and make improvements.

10. Key Challenges

At peak work times, additional working hours may be required to meet deadlines. Must be innovative, proactive and alert while on duty.

11. Selection Criteria

PQR (Position Qualification Requirement)

Education: Degree in Food Science/Marketing/Economics/Marine Science plus 10 years of work experience in the same related fields. Postgraduate or Master qualification in the same field would be an advantage.

Age: At least 30 years of age and over.

12. Key attributes (Personal Qualities)

- Prior experience as a Marketing officer or a related role.
- Must be fluent in written and verbal English.
- Outstanding communication and interpersonal skills.
- Creativity, innovation and commercial thinking
- Organizational and multitasking skills.
- To be able to perform other duties related field as assigned by CEO.
- Ability to work well under pressure within time frames.
- Competent with Microsoft Word, Microsoft Excel, MS Access, PowerPoint, Email and Internet facilities
- Reliable, punctual, good customer service, responsive and active