

**Job Title** : **MARKETING MANAGER**

**Reporting to** : **Managing Director**

**Responsible for** : Assistant Manager, Marketing  
Assistant Manager, Sales

**Remuneration** : **Attractive**

**Broad function** : To ensure a greater market share through good customer management techniques and production of customer responsive products.

**Key Result Areas:**

1. Products design
2. Promotional materials
3. Website support
4. Market research
5. Client database
6. Team building

**Duties**

- a) Ensure effective and consistent branding through printing of sensitization materials, redesigning the UPPC Logo, Corporate wear and branding for visibility.
- b) Carry out market research to understand target market, stakeholders and responsive products and well understand the client's needs.
- c) Ensure consistent advertising in ideal media campaigning for the success of the Corporation in the printing industry.
  
- d) In liaison with the Corporation Secretary, participate in the Strategic lobbying for financial support and the operationalization of the UPPC Act.
- e) Ensure effective prospecting and customer management to increase sales and retention.
- f) Oversee the establishment and maintenance of strategic channels (outlets, website, etc).
- g) Ensure that the Corporation gives back to the community in form of corporate social responsibility.

**Qualifications**

- a) Masters degree in Business related course
- b) Degree in Bachelor of science in Marketing or B.com/BBA Marketing.
- c) A member of the Certified Professional Marketer is an added advantage.

**Experience**

- d) At least 6years in marketing and sales
- e) Practical experience in printing and publishing industry.

**Person specifications:**

- (a) Excellent communication skills and High standards of integrity with a clean track record.
- (b) Ability to influence, and has team building skills
- (c) Business oriented, creative and innovative with a forward thinking approach.
- (d) Good organizational and planning skills and with ability to multi-task.
- (e) Assertive, pro-active and commitment to high standards of service delivery.
- (f) Ability to work well under pressure and with tight time constraints.
- (g) Good analytical skills;
- (h) Strategic direction of the department.