

JOB DESCRIPTION

Position Title: Sales and Marketing Manager

Position Supervisor Title: Managing Director

Purpose of position:

The Sales and Marketing Manager will manage the overall marketing and sales function of the company business and will be responsible for ensuring correct and effective projection of the Company image, values and culture. To maximise the sales and marketing of all Botswana Ash products in Zambia and manage the brand on the behalf of the Company.

PRINCIPAL ACCOUNTABILITIES

Financial Prudence

- Analyse the functions' needs to develop a financial budget by ensuring sufficient financial resources according to strategy and requirements.
- Manage and control the allocation of funds to ensure adherence to approved budgeted expenditure.

Customer Perspective (internal and external)

- Establish Multi-tiered relationships with all customers to a more holistic level.
- Manage support staff to maximise customer service in the long-term.
- Negotiates and agrees on terms and conditions of customer contracts and Company's service level agreements with suppliers.
- Retains all Botswana Ash Customers into Botash Zambia, Zimbabwe, and South Africa by providing excellent customer service, market related pricing and building relations.

Product Market Intelligence

- Establishes the current product knowledge by networking continuously and attending relevant conferences.
- Monitors market awareness by tracking import and export statistics for white soda ash.
- Defines the small end marketing strategy for implementation by the sales and Distribution.

New market development and footprint expansion (Increase sales and revenue growth)

- Increase customer base by approaching customers and doing sales presentations to potential customers.
- Grows current and future volumes for the company by retaining and expanding customer product usage.

Develop, Maintains and Grows Botswana Ash Brand

- Initiatives for the company continuously e.g. Sponsorship of events, brand tankers with new brand etc.
- Creates and maintains Botash website for implementation within medium term and long term.
- Creates and maintains brand management.

Policies and Procedures

- Formulates company policies and procedures in order to ensure a sound control environment.
*Ensures compliance with policies and procedures

Project Management Effectiveness

- Manage implementation and commissioning activities through to handover according to project requirements.
- Directs, coordinates and integrates all technical aspects of the project in accordance with the project requirements.

Shaping the business culture to maximise return on shareholder investment

- Leads the creation of a performance culture within the team.
- Leads and lives the values.
- Leads business change within the team.
- Infuses pride in the organisations values and vision, by creating awareness among the team and integrating them into the ways of working within the area.

Continuous Productivity Improvement

- Continuously implements productivity improvement initiatives within the team.
- Leads the change required to improve productivity.

Team Effectiveness

- Translate Strategic goals into departmental objectives, sets associated targets, monitors and ensures their achievement.

Safety Health and Environment

- Adheres to Safety, Health and Environment (SHE) policy, and management instructions.
- Promotes SHE compliance among other staff members.

Other

- The incumbent may be required to perform other tasks from time to time that fall within or below the decision band of the job.

EDUCATION AND EXPERIENCE

- Bachelors Degree in Business Administration or Commerce with a major in Marketing, or Degree in Materials Management or Transport Economics / Logistics or Degree in Marketing.
- At least five (5) years work experience two of which should be at a supervisory level.