

## Description of Services

### Head of Sales and Marketing

#### BACKGROUND

Head of Sales and Marketing is responsible for establishing and directing the marketing and sales activities of MFMC Group including advertising and public relations.

#### SCOPE OF SERVICES

Head of Sales and Marketing will report to the Managing Director and will carry out the following tasks.

- Plan, develop and implement marketing and sales strategy and plan of MFMC Group.
- Liaise and build alliances with relevant stakeholders
- Implementing and overseeing the concepts and branding for all events organized by MFMC Group
- Liaise and maintain relationship with the other relevant department on specific project related tasks
- Evaluate results of marketing campaigns and measure results
- Develop and maintain consistent corporate image
- Implement and oversee all social media channels, strategy and activity.
- Ensure company information are kept up to date
- Develop and implement sales forecasting activities, targets, sectors and markets.
- Develop and manage marketing and sales budget
- Identify and understand stakeholders' business needs and objectives to develop marketing and sales campaigns
- Maintain effective internal and external marketing communications
- Manage sales and marketing team to achieve business objectives
- Develop and maintain relationship with key stakeholders
- Monitor and ensure marketing and sales reporting is carried out effectively
- Other duties as assigned by the management

## REQUIRED QUALIFICATION AND EXPERIENCE

The applicant should possess following educational background and experience.

- Master’s Degree in Marketing, Economics, Tourism, or related field.
- Minimum 3 years’ experience in relevant field
- Experience in tourism related marketing will be an added advantage
- Excellent stakeholder management skills
- Advanced presentation and persuasive skills
- Excellent leadership and teamwork skills
- Excellent Analytical skills and critical thinking skills.
- Good statistical and budgeting skills.
- Excellent management skills and the ability to juggle multiple tasks at once.
- Excellent communication skills, with effective stakeholder management
- Excellent interpersonal skills & conflict resolution skills.
- Great team player and an effective leader able to motivate project team.
- Strong ability to organize, plan, and strategize.
- Attention to detail and a creative and innovative approach to work.
- Ability to effectively prioritize and execute tasks in a high-pressure environment
- Ability to manage multiple projects and work to tight deadlines

Salary: Competitive Salary (MVR 25,000 +)

Interested Candidates, please complete the Online Job Application Form and upload CV along with relevant documents via link <https://form.jotform.com/213531409438454>

**January 2022**