



## Job Description – National Marketing Manager

**Job title:** National Marketing Manager

**Work Location:** Bmobile SI HQ – Honiara

**Division/Department:** Marketing

**Reports to:** Country Manager (SI)

**Reporting lines:** Marketing Officers

- Full-time  
 Part-time

### **Essential Duties and Responsibilities:**

Reporting to the Country Manager SI, the National Marketing Manager is primarily responsible for managing the Bmobile's marketing initiatives. Uses market research and analysis to direct marketing strategy and planning. Oversees the production of all promotional materials and marketing campaigns. The National Marketing Manager will be required to both take direction and work intuitively to support the completion of the department's goals and objectives.

### **Duties and Responsibilities includes:**

- Interviews, hires, and trains marketing staff members
- Establishes marketing goals based on past performance and forecasts
- Oversees current offerings and comes up with initiatives for new products, promotions or services
- Researches and analyses market trends, demographics, pricing schedules, competitor products, and other relevant information to form marketing strategies
- Works with marketing staff to develop detailed marketing plans for all media channels and sales teams
- Approves and oversees the creative development of promotional materials, website content, advertisements, and other marketing-related projects
- Communicates with various media buyers, advertising agencies, printers, and other services to help marketing projects come to fruition
- Works within the department budget to develop cost-effective marketing plans for each product or service
- Tracks all marketing and sales data and creates detailed written reports and verbal presentations to bring to Country Manager and the Senior Management Team.
- Devise and manage market research and present findings to senior management.
- Oversee customer care operations in Solomon Island and ensuring high levels of customer satisfaction
- Self-driven and able to work in high stress situations
- Other duties directed by the Country Manager (SI) from time to time.

### **Education and/or Work Experience Requirements:**

- Bachelor's Degree in Marketing, Business, or a related field from a reputed institute;
- 3 – 5 years' experience in a related field;

### **Required Outputs, Personal Attribute and/or Physical Requirements:**

- Ability to maintain regular, punctual and consistent attendance.
- Be Dynamic, Proactive and Organized.
- Strong inter-personal and analytical skills is required;
- Understanding different media channels; budgeting, and adaptability analysis.
- Ability to develop and maintain good customer relationship. Public speaking, leadership and people skills.
- Exceptional Communications Skills with valid driver's license.

**BENEFITS**

Competitive remuneration in line with experience and qualifications. All applications will be treated with the strictest confidence.

Bmobile is an Equal Opportunity Employer. Please direct all applications to;  
Email address: [jobs@bmobile.com.sb](mailto:jobs@bmobile.com.sb)

**Or**

Drop off your application at our Head Office, located Grand Plaza (Top floor)  
Addressed to:

Human Resources Manager  
Bmobile Solomon Islands Limited  
PO Box 2134  
Honiara Solomon Islands

**Label: Position Name**

Closing date for applications will be on **15<sup>th</sup> July 2019**

***Applications will be assessed as they are received. Only shortlisted applications will be contacted.***