

MANAGER (MARKETING AND BUSINESS DEVELOP) 25000150

Job Purpose:

Responsible for developing and implementing marketing, customer service and business strategies and campaigns so as to ensure continued viability of the Market.

Key Responsibility Areas:

- Manages the activities of the marketing and business development section to ensure that performance standards are met.
- Manages staff.
- Develops a marketing plan and programme.
- Promotes the image of the Market.
- Encourages producers, buyers, consumers to support Markets.
- Evaluates customer research, market conditions and competitor data.
- Evaluates competitors business systems.
- Identifies and introduces new business to the Market.
- Develops and maintains effective partnerships and networks.
- Oversees and manages projects (new business) for the Market.
- Facilitates training and development of Small, Medium and Micro Enterprises, informal traders and emerging producers.

Essential Requirements:

- Relevant 3 year tertiary qualification.
- 4 Years relevant experience.

Preferred Requirements:

- Marketing or Business Degree or Diploma.
- 6 Years relevant experience.

Special Conditions:

Extensive travel.

This post reports to SENIOR MANAGER (OPERATIONS & MARKETING)