



Office of the Services Commissions

(Central Government)
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CIRCULAR No. 377 **OSC Ref. C. 6222⁹**

5th September, 2022

Permanent Secretaries, Heads of Department and Chief Executive Officers are asked to invite applications from suitably qualified officers in their Ministries/Departments/Agencies to fill the following **vacant** posts in the **Postal Corporation of Jamaica**:

Manager Sales and Marketing (GMG/SEG 2), salary range \$2,104,355- \$2,501,416 per annum and any allowance(s) attached to the post.

Job Purpose

The Sales and Marketing Manager is responsible for researching and developing marketing opportunities as well as planning and implementing sales and marketing campaigns to meet the revenue growth targets of the Postal Corporation of Jamaica (PostCorp) in keeping with its mandate. The incumbent is responsible for ensuring that the Organization maintains and gains a competitive and innovative edge by maximizing sales potential.

Key Responsibilities

- Manages the annual Sales and Marketing Budget as well as analyzing Actuals to Budget on a monthly basis;
- Participates in the Strategic and Operational Planning of the Organization;
- Develop Work Plans for direct report;
- Attends departmental meetings, conferences and seminars as instructed by the Director, Commercial Services and Marketing;
- Guide the day-to-day activities of the Marketing Team;
- Provide tools and materials to enable the Sales Team to function effectively.

Technical/Professional:

- Plans and executes a sales and marketing strategy for the Organisation consistent with new and existing products or service to expand PostCorp's customer-base and ensure its strong presence;
- Develops and executes sales and marketing strategies and plans to communicate the benefits of products and services to prospective customers;
- Reviews continual changes to the market, consumer trends and the activities of competitors, adjusting the Marketing Plan, if necessary;
- Liaises with individual Units to ensure brand consistency and increased sales;
- Develops a brand strategy in keeping with the Organisation's objectives;
- Sets and administers an Annual Sales and Marketing Budget;
- Manages and refines the Organisation's social media presence;
- Manages and measures marketing campaign costs;
- Develops and maintains daily, weekly, monthly and quarterly reports and Key Performance Indicators;
- Utilizes data for marketing campaigns, interrogating the Organisation's databases and external data;
- Assists with identifying new business opportunities and communicate same to supervisor;
- Conducts market research studies and make presentations;
- Negotiates with Media Agencies and secure agreements on the production of promotional materials;
- Identifies emerging markets and market shifts while being fully aware of new products and competition status;
- Monitors the sales cycle to ensure that activities are on track and or aligned to the Business Plan;
- Establishes and achieves sales goals, metric and milestones. Tracks and reports on progress and success;
- Defines and delivers techniques to improve the performance for sales management;
- Pitches capabilities and communicates unique selling proposition based on prospect's needs and PostCorp's solutions;
- Refines customer segmentation, assist regional management and direct reports, to create a plan to enhance sales and customer engagement/acquisition processes at the local level;
- Participates in cross-functional teams on Strategic Projects;

- Develops entry level staff into valuable Sales Officers;
- Addresses customers' issues/ queries or concerns;
- Creates and customizes presentations and other sales materials.

Required Knowledge, Skills and Competencies

- Sound knowledge of business and management principles involved in strategic planning, resource allocation and production methods
- Sound knowledge of principles and methods for showing, promoting, and selling products or services
- Proficiency in Microsoft Office Suite and other programme applications appropriate to assigned responsibilities
- Good knowledge of Government/Department's policies and procedures
- Knowledge of Records Management principles and practices
- Knowledge of Industry best practices
- Knowledge of the PostCorp products and Services
- Knowledge of Government policies and practices
- Good knowledge of the Post Office Act, Universal Postal Union Guidelines and Customs Act and Regulations

Minimum Required Qualification and Experience

- Bachelor of Science Degree in Sales and Marketing, Business Administration or related field with four (4) years' experience in the Industry with proven work experience in the field.

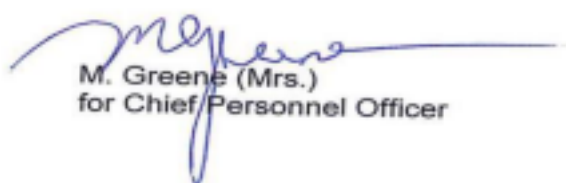
Applications accompanied by résumés should be submitted **no later than Friday, 16th September, 2022 to:**

**Director, Human Resource Management and Development
Post and Telecommunications Department
6-10 South Camp Road
Kingston, CSO**

Email: hrunit@jamaicapost.gov.jm

Please note that only shortlisted applicants will be contacted.

Please ensure that a copy of this circular is placed at a strategic position on the Notice Board of the Ministry/Department/Agency and brought to the attention of all eligible officers.


M. Greene (Mrs.)
for Chief Personnel Officer