

Position: Marketing Manager

Reporting to: Chief Operations Officer

Position Objective:

The objective of the role is to control and manage all sales and marketing activities of the organization and formulate marketing strategies to achieve corporate profit, growth and return on investment.

Main duties and Responsibilities:

- Responsible for marketing all products of the Company and continuously source out and look for new and better markets and develop existing markets through maintaining and servicing markets regularly.
- Drive retail outlets to be self-sufficient or move towards 'Profit Centre' concept through overall supervision and operations of the TAQA Retail Fish Shop outlets.
- Develop Value Added Products and market these products enabling the Company to earn better returns and also to build an image for the Company using the right promotion strategy via the right medium.
- **Exports**
- Respond to enquiries or invite offers and negotiate based on species and quality of fish.
- Ensure competitive prices for both buying and selling.
- Ensure export terms and conditions of the Company are followed strictly.
- **Retail Sales**
- Cover costs of outlets and ensure profits.
- Increase awareness and recall of TAQA shops and satisfy customers' needs thereby building a very strong relation of loyalty and trust.
- Monitor/record weekly sales data.
- Introduce a healthy competition between outlets and reward performing outlets through bonus/incentives for special achievements.
- Set objectives and sales targets for each outlet.
- Ensure hygiene and cleanliness is maintained at outlets.
- **Value added products**
- Develop a market for value added products like semi-processed fish like Fillets, Steaks and Gilled/Gutted.
- Set up a small pilot plant for test production, purchase of raw material and marketing of Value Added Breaded products in local, regional and international markets.
- Commence commercial operations only on success of test results.
- Develop markets and ensure up to 3 containers/consignments are sent out of the plant before handing over the client to the Sales and Marketing Department.
- Source information on buyers and correspond with them for mutual business gains.

- Build excellent business relations with buyers focussing on strengths of the Company.

Education and Qualifications:

- Masters Degrees with at least 10 years of experience
- Ability to handle subordinate issues and customers, ensure coordination between various departments is a pre-requisite.
- Must know marketing of fisheries products, identification of species and quality of fish.
- Must possess thorough knowledge and experience of local and export markets, statistics of fishing season, fish farms and product management with a flair for selling.
- Pleasing personality with strong communication skills; public relation with an excellent relation and prompt follow up with international buyers/customers.

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