

 			
<b>INTERNAL ROLE TITLE</b>		<b>Reports to</b>	Trade Operations Manager
Trade Marketing Officer - PNG		<b>Function</b>	Marketing

<b>ROLE PURPOSE</b>
Ensure visibility for bmobile-Vodafone across market landscape in PNG.

<b>TYPICAL OUTPUTS</b>
<p>Working with leadership team to define retail marketing plans</p> <p>Taking charge of implementing retail marketing plans</p> <p>Project Leadership, both internally and with partners/vendors</p>

ESSENCE OF ROLE   KEY DELIVERABLES   MEASUREMENT			
1	Impact on Business	Greater awareness and visibility for bmobile-Vodafone via marketing communication material like leaflets, shelf / wall branding, visibility of our branded products means all walk-in to the store will know about our offering.	Number of stores impacted
2	Customers Suppliers and Third Parties	Relation management and timely deliveries from vendors (printers / merchandise vendors) to the retail outlets	Partner and vendor feedback
3	Teamwork	Work with teams across organization to achieve goals. <ul style="list-style-type: none"> <li>- Marketing Comms team: Ensure all relevant marketing material is created for the stores</li> <li>- Sales Team: Work jointly with the sales teams to ensure that the priorities match with the overall organization's</li> <li>- Facilities and Security: Ensure adequate measures are taken to facilitate team's security</li> </ul>	Team feedback
4	Innovation and Change	Find innovative ways to achieve goals. Think on the feet to do what it takes to deliver on the organization goals	Manager's feedback

PERSONAL SPECIFICATIONS			
		ESSENTIAL	DESIRED
	Qualifications	12 <sup>th</sup> Grade	Graduate
	Technical skills	Basic Computer skills	Production
	Professional skills	Pipeline Management of Retail executions	Understanding of Retail in Telecom
	Previous role related experience	Selling and Persuasion skills	Relations to capitalize on for bVF
	Desired attitudes or behavior (competencies)	Target Oriented	Target oriented and Self Driven
	Knowledge of specific areas	Sales and Pipeline management	Telecommunications Sales and Pipeline Management
	People based experience	Communication skills that straddles across levels of people	Local Language skills