**Marketing Director**

Location: Jamaica, Europe or North America

Start Date: August 1, 2016

Contract Type: Full-time

Salary Type: Competitive salary package based on experience

Department: Marketing

Job Code: HO-MSD-MD-E1

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The Marketing Director is responsible for the marketing, sales and branding of the company. He/she will be in charge of planning and implementing sales, marketing and service development strategies for the short, medium and long-term targeting existing and new markets. He/she will ensure that the monthly sales targets are being met and that there is continuous testing and measuring of strategies to determine effectiveness. The Marketing Director will manage a robust team who are adequately trained to meet targets. It is his/her responsibility to write or monitor all content (internal and external) and ensure that it is up-to-date, accurate, clear and concise for the customers. The Content Manager, Social Media Manager, Communications Officer and Marketing Executives report to the Marketing Director.

**Main roles and responsibilities:**

* Reviews and implement strategic marketing plan
* Develops and implements strategic sales plan and forecast to achieve company objectives
* Prepares sales manual, scripts and presentations
* Develops and manages marketing and sales operating budgets
* Plans and manages advertising and promotional activities including print, online, social media, career fairs, and information days/evenings among others
* Develops and recommends service position, branding and price strategies to produce the highest possible long-term market share
* Conducts market research and adjust marketing strategies to meet changes and competitive conditions
* Monitors competitors’ services, sales and marketing activities
* Establishes and maintains relationships with industry influencers and key strategic partners
* Prepares monthly marketing activity reports – sales volume, potential sales and areas of proposed client expansion
* Establishes and maintains a consistent corporate image throughout all services, promotional materials and events
* Directs sales forecasting activities and set performance goals accordingly
* Directs staffing, training and performance evaluations to monitor sales and marketing programmes
* Represents the company at major industry conferences, tradeshows, expositions and other events to promote the company services

**Requirements and Competencies**

* At least a Masters Degree in Marketing or Sales or a related field
* At least 5 years related experience leading a marketing and sales team with proven results
* Ability to meet and surpass monthly, quarterly and yearly sales targets
* A proven track record of designing marketing tools and strategies
* Possess the ability to position the company as the leading volunteer placement provider in the Caribbean within 3 years
* Be fluent in English (both written and spoken) – knowledge of a second language such as German, Dutch, French, Japanese would be an asset
* Very good understanding of the European and US markets
* Very good interpersonal, leadership, management, business, presentation, communication, problem solving, analytical, research, computer and writing skills
* A customer-centred and results-oriented person who is a strategic thinker with high technical capacity
* Ability to work on own initiative
* High motivated and committed to results

This is a three-year contractual position, subject to a three-month probationary period. Contract is renewable if key performance indicators are met. Salary is dependent on qualifications and experience.

Please send your cover letter (include expected salary) and CV in one Microsoft Word or PDF document to [hr@rsvpcaribbean.com](mailto:hr@rsvpcaribbean.com) with subject line Application - Marketing Director. Only shortlisted applicants will be contacted. Closing date for applications is **Thursday, June 30, 2016** at 4:00pm EST. **No telephone calls, please.**