

11/23/2018



SPHM  
HOSPITALITY

SPHM – S & M JOB DESCRIPTIONS



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# S & M Job Descriptions



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# Sales Job Descriptions

1. **Sales Director**
2. **Sales Manager**
3. **Sales Representative**
4. **Sales Associate**
5. **Sales Assistant**
6. **Sales Supervisor**
7. **Sales Executive**



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## 8. Job Description

**JOB TITLE:** Sales Director

**REPORTS TO:** Hotel General Manager

**SUPERVISES:** All Sales Staff

**JOB SUMMARY:**

To achieve, if not exceed, annual, pre-determined hotel sales targets as outline in the Marketing Plan, as well as to ensure the development of increased hotel sales long term.

To effectively coordinate and administer the sales functions of the department which includes the implementation of the hotel's marketing and sales activities plans.

**DUTIES AND RESPONSIBILITIES:**

1. Senior sales manager in charge of all sales activities, departments and personnel involved in Sales and Marketing for the property / hotel.
2. Provides leadership to the day-to-day operations of the sales department, while maintaining focus on the company's strategic goals.
3. Analyze sales statistics to determine business growth potential.
4. Establishes performance goals for all sales department employees, and monitors performance on a continual basis.
5. Oversees all hiring, training and firing of personnel involved in Sales and Marketing.
6. Develops, or participates with the Senior Staff, in the development of the Strategic Marketing Plan for the property / hotel.



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7. Directs department(s) to achieve objectives established in the Property / Hotel's Strategic Plan.
8. Coordinates sales operations with all other departments/divisions of the Property / Hotel.
9. Develops and/or maintains and improves business relations with all customers of the Property / Hotel.
10. Seeks out and targets new customers and new sales opportunities, initiates action plan to approach and secure new business for the Property / Hotel.
11. Develop and implement an effective strategic sales plan.
12. Develop and maintain a strong work relationship with key opinion leaders and contacts with other relevant agents.
13. Lead and influence a successful and experienced team of Sales managers.
14. Monitor, analyze sales and market trends.
15. Responsible for managing and controlling the sales budget
16. Effectively execute and manage every element of the sales process on an individual level and build a top notch direct sales team;
17. Responsible for driving revenue and use learning's from that experience to refine sales processes and to build an appropriate team;
18. Attract, retain, train, and motivate a diverse sales force;
19. Development of online and offline sales strategy;
20. Prospecting and growing an account list, handling incoming leads and closing sales.
21. Collaborate closely with the Hotel's Product and Marketing teams on developing new products and services for our clients;

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22. Standard measurements will focus on actual sales, profitability, and growth percentage within the business unit. In addition, developing and maintaining a strong pipeline of new customers will be a key indicator of future success expectations;
23. Update the company on changing trends within the online marketing environment so the organization can make and adjust plans accordingly;
24. Utilize existing account management processes and reporting systems;
25. Reports to the Hotel General Manager.

#### **JOB SPECIFICATION:**

Job specification (KSAs) of Sales director include: knowledge, skills, and abilities conditions.

Sales director job specification include requirements as follows:

- Bachelors degree in a business related field.
- MBA is highly desirable.
- Minimum of 5 years experience in a sales management capacity in the produce industry.
- Must have good understanding of mass markets with EDI systems to drive a growing business.
- Knowledge of inventory systems with perishable products is highly desirable; strong motivational, innovative, and interpersonal skills.
- Proven leadership ability to influence, develop, and empower employees to achieve objectives with a team approach.
- Keep up to date with market trends and new developments utilising information for business improvement.



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- Proactively develops and improve products and services.
- Ability to discuss strategic and sensitive issues.
- Make strategic decisions.
- Inspire others to share their vision and support them to reach a common goal.
- Coordination and planning of budgets, people and time management.
- Dedicated to improving results.
- Analytical expertise in understanding complex issues and their consequences.
- Show loyalty to the team by standing by decisions that benefit the organization.

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## Job Description

**JOB TITLE:** Sales Manager

**REPORTS TO:** Hotel Sales Director

**SUPERVISES:** All Sales Staff

**DUTIES AND RESPONSIBILITIES:**

**1. Coaching sales people.**

1. Meet daily with salesman.
2. Offer them the coaching, counseling, advice, support, motivation or information they need in order to help them meet their sales objectives.

**2. Manager sales department**

3. Making every effort to maximize both present and long term sales and gross profits.
4. Keeping face-to-face contact with your sales people and you must stay current on financial data and inventory.

**3. Set objectives.**

1. Plan, organize, direct and control your sales staff to meet these objectives. Use these to help your salespeople maximize their potential.
2. At the beginning of each month, counsel with each salesperson to establish realistic sales objectives for the month and action plan.
3. Establish a sales objective for the department each month and submit it to the dealer.
4. Achieve forecasted sales by following (and, if necessary, adjusting) your written plan of action.



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5. Monitor each salesperson's daily performance and compare it with that month's objective.
6. Understand departmental financial data to determine what is happening in your department. Review financial data that affects your department's profit centers.
4. **Maintain room availability control.**
  - a. Review the entire room availability daily.
  - b. Be sure that each room type that is available for immediate re-check to Front Office Manager as soon as possible, and inform to all sales team for selling.
  - c. Maximize your selling efforts by seeing that prices offered are attractive and attention getting. Use effective selling ways method, and select appropriate options to sold and get more occupancy.
5. **Supervise the sales executive.**
  - a. Make sure your salespeople are doing everything they should be doing to successfully sell your dealership's of room sold.
  - b. Ensure that the sales executive operations functions smoothly.
6. **Develop sales forces**
  - a. Recruiting, hiring and training your people.
  - b. Developing the most well trained, professional sales force possible.
7. **Assist salesman in the selling operation.**
  - a. Assist your salespeople in selling by stimulating floor traffic.
  - b. Motivate them to perform well.
  - c. Assist them in the selling process whenever needed.
8. **Involve in customer follow up.**
  - a. Supervise the proper use of the Customer Log by each salesperson.
  - b. Also review the Customer Log for trends that indicate where additional assistance might be needed.
9. **Handle complaints from customer, sales agents.**
  - a. Constructively handle (or supervise the handling of) all customer complaints related to your department.
10. **Conduct sales meetings.**
  - a. Prepare in advance and conduct regular sales meetings.
  - b. Review the performance of your salespeople and to motivate and stimulate them to even greater achievements.
11. **Maintain a self development program.**
  - a. Constantly strive toward continuing professional growth.
  - b. Work to improve your sales skills, managerial skills, business skills and product knowledge.

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## **JOB SPECIFICATION:**

Job specification (KSAs) of Sales Manager include: knowledge, skills, and abilities conditions.

Sales Manager Job Specification include requirements as follows:

1. 5-7 years of experience in sales management.
2. Experience with enterprise software solutions and large, complex organizations.
3. Extensive experience in all aspects of Supplier Relationship Management.
4. Strong understanding of customer and market dynamics and requirements.
5. Willingness to travel and work in a global team of professionals.
6. Proven leadership and ability to drive sales teams.
7. Proven track record in managing and directing a highly skilled, motivated, successful and results-oriented sales force.
8. Strong leadership qualities with good communication and interpersonal skills.
9. Able to operate in a fast-paced and changing market environment.

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## Job Description

**JOB TITLE:** Sales Representative

**REPORTS TO:** Hotel Sales Director

**SUPERVISES:** -

**Sales rep 's job purpose:**

Sales representatives are those who specialize in selling hotels product and services to the public who pay to use those hotels product and services. The typical working places of sales representatives are retailing stores, pharmaceutical firms, communication industries and insurance companies. The tasks of salespersons are to demonstrate hotels products and then give advice to their clients on what is our products so that they can achieve cost savings and increase revenues. Sales representatives may have to spend a lot of time going here and there to visit the possible buyers and current clients.

**DUTIES AND RESPONSIBILITIES:**

1. Deal with complaints from customers;
2. Discover and handle concerns from customers;
3. Arrange a number of status reports, for example activities, closings, follow-up and adherence to goals;
4. Catch new opportunities, special developments for products and services, collect information as well as feedback thanks to field activity and then coordinate with proper staff of the property / hotel;
5. Advertise and sell products and services of the company to current and perspective customers;
6. Make action plans and schedules to discover certain goals and to make a list of necessary contacts;



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7. Follow up on new leads and referrals stemming from field activity;
8. Discover sales prospects and contact them with other accounts as assigned;
9. Make preparations of presentations, proposals and hotel rates contracting;
10. Establish and maintain materials relating to sales and knowledge of current products;
11. Develop and maintain the relationships with current customers and potential customers as well;
12. Make preparations of paperwork to put services of the contract into practice and maintain them;
13. Take part in events to market the hotel's products such as seminars, trade shows, and telemarketing events;
14. Follow-up for collection of payments;
15. Arrange schedules on shipping and make delivery of hotel's products as well as services;
16. Supply of direct and detailed training to new sales staff;
17. Control account services through quality checks and other supporting activities;
18. Guide and manage company employees to achieve the work required to sell out all the hotel's products;
19. Establish and deploy special sales activities to reduce products in stock;
20. Help the company implement its marketing plans as required.
21. Fulfill other duties and responsibilities as assigned.

#### **JOB SPECIFICATION:**

Job specification (KSAs) of Sales Representative include: knowledge, skills, and abilities conditions.

Sales Representative Job Specification include requirements as follows:

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1. Pleasant and outgoing personality.
2. Customers service orientated.
3. Must be Committed, Positive and Hardworking.
4. MS Excel and PowerPoint experience is required.
5. 1-2 sales experience will be an advantage.
6. Good track record in corporate sales.
7. Able to work under pressure and meet deadlines.
8. Excellent interpersonal and communication skills in both written and spoken.
9. Ability to persuade and influence others.
10. Ability to develop and deliver presentations.
11. Ability to create, compose, and edit written materials.
12. Strong interpersonal and communication skills.
13. Knowledge of advertising and sales promotion techniques.

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## Job Description

**JOB TITLE:** Sales Associate

**REPORTS TO:** Hotel Sales Director

**SUPERVISES:** -

### **DUTIES AND RESPONSIBILITIES:**

1. Ensure that each customer receives outstanding service by providing a friendly environment, which includes greeting and acknowledging every customer, maintaining solid product knowledge and all other aspects of customer service.
2. Maintain an awareness of all promotions and advertisements.
3. Assist in floor moves, merchandising, display maintenance, and housekeeping.
4. Assist in processing and replenishing merchandise and monitoring floor stock.
5. Aid customers in locating merchandise.
6. Communicate customer requests to management.
7. Assist in completing price changes within the department.
8. Participate in year-end inventory and cycle counts.
9. Assist in ringing up sales at registers and/or bagging merchandise.
10. Develops annual business plan in conjunction with Sales Manager, which details activities to follow during the fiscal year, which will focus the Sales Associate on meeting or exceeding sales quota.
11. Complete understanding of pricing and proposal models.
12. Demonstrates the ability to carry on a business conversation with business owners and decision makers.
13. Maximizes all opportunities in the process of closing a sale resulting in the taking of market share from larger competitors.



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- 14. Sells consultatively and makes recommendations to prospects and clients of the various solutions the company offers to their business issues.
- 15. Assists in the implementation of company marketing plans as needed.
- 16. Adheres to all company policies, procedures and business ethics codes and ensures that they are communicated and implemented within the team.
- 17. Participates and contributes to the development of educational programs offered to clients, prospects and company employees.
- 18. Maintain contact with all clients in the market area to ensure high levels of Client Satisfaction.
- 19. Demonstrate ability to interact and cooperate with all company employees.
- 20. Build trust, value others, communicate effectively, drive execution, foster innovation, focus on the customer, collaborate with others, solve problems creatively and demonstrate high integrity.
- 21. Maintain professional internal and external relationships that meet company core values.
- 22. Proactively establish and maintain effective working team relationships with all support departments.
- 23. Any other tasks as assigned from time to time by any manager.

#### **JOB SPECIFICATION:**

Job specification (KSAs) of Sales Associate include: knowledge, skills, and abilities conditions.

Sales Associate Job Specification include requirements as follows:

- 1. 2-5 years of experience in sales in the recruiting industry.
- 2. Experience with enterprise software solutions and large, complex organizations.
- 3. Extensive experience in all aspects of Supplier Relationship Management.
- 4. Strong understanding of customer and market dynamics and requirements.
- 5. Willingness to travel and work in a global team of professionals.
- 6. Proven ability to achieve sales quotas.



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- 7. Ability to operate all equipment necessary to perform the job.
- 8. Ability to communicate with associates and customers.
- 9. Ability to read, count, and write to accurately complete all documentation.

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## Job Description

**JOB TITLE:** Sales Assistant

**REPORTS TO:** Hotel Sales Director

**SUPERVISES:** -

**DUTIES AND RESPONSIBILITIES:**

**1. Sales and provision of service**

- 7. Receives and approaches clients
- 8. Leads a sales discussion
- 9. Continues to ask questions to ascertain customer needs
- 10. Provides a branch specific customization if applicable
- 11. Places an order for the client
- 12. Receives complaints or is involved in it
- 13. Participates in work decisions

**2. Receipt and processing of room and function booking**

- 14. Receives bookings
- 15. Record bookings
- 16. Replenishes permanent article presentations
- 17. Erects temporary presentations
- 18. Receives Daily Room Status
- 19. Takes care of the booking pickup and washout report

**3. Concludes sales transactions**

- 20. Ensure all room salable are ready to sell
- 21. Informs the client regarding conclusion of the sale
- 22. Manages the hotel reservation system



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4. **Closes the point of sale system or gets insight into it.**

#### **JOB SPECIFICATION:**

Job specification (KSAs) of Sales director include: knowledge, skills, and abilities conditions.

Sales Assistant Job Specification include requirements as follows:

1. Experience in a retail environment with a quality brand is desirable.
2. Experience in a customer service role with face-to-face customer contact may also be beneficial.
3. Ability to initiate contact and communication.
4. Confident, articulate and accurate spoken English.
5. Ability to work hard and smart.
6. Ability to adapt to frequent change and a high pressure environment.
7. Attitude Required.
8. Passionate about customer service.
9. Highly self-motivated.
10. Warm, friendly and engaging personality.
11. Strong sense of responsibility and desire to get things done properly Cooperative and willing to 'muck in'.
12. Prepared to challenge if something is not right.
13. Motivated by being a team player with a common goal.

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## Job Description

**JOB TITLE:** Sales Supervisor

**REPORTS TO:** Hotel Sales Director

**SUPERVISES:** Sales Representative

### **DUTIES AND RESPONSIBILITIES:**

1. To assist the Sales Manager in leading, directing and motivating the sales team in order to achieve the overall corporate sales objectives.
2. To assist the Sales Manager in revising and implementing the sales strategies plans.
3. To assist the Sales Manager in generating sales opportunities by identifying appropriate business targets.
4. To assist the Sales Manager in providing a professional and excellent level of customer service with existing and new customers.
5. Supervise the shift that you are scheduled.
6. Assist Sales Manager by completing all assigned duties.
7. Clean up stations and facilities throughout shift and ensure bathroom products are adequately stocked.
8. Handle customer issues, resolution and communicate escalated issues to the Sales Manager.
9. Supervise Sales Representatives.
10. Assist with sales rep questions, concerns and product/service questions.
11. Create reports showing Sales %, install %, adherence, and attendance etc.
12. Make sure all employees adhere to company policies and procedures (example: dress code, eating food at station, cell phone usage, etc.)
13. Deliver positive feedback, Employee Rewards and Customer Recognitions to employee. Communicate all employee relations issues, concerns, and incidents to Sales Manager.



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14. Monitors calls, provide feedback to reps and assist reps on sales %, install %, and quality assurance goals.

#### **JOB SPECIFICATION:**

Job specification (KSAs) of Sales Supervisor include: knowledge, skills, and abilities conditions.

Sales Supervisor Job Specification include requirements as follows:

1. Candidate must possess minimum qualification.
2. Proven track record in managing and directing a highly skilled, motivated, successful and results-oriented sales force.
3. Strong leadership qualities with good communication and interpersonal skills.
4. Able to operate in a fast-paced and changing market environment.
5. Must have a valid Class A driving licenses.
6. 2-3 years experience in the Hotel industry.
7. Strong analytical mind with high level of maturity.
8. Self-driven and resulted oriented and able to lead a sales team.
9. Possess own vehicle.

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## Job Description

**JOB TITLE:** Sales Executive

**REPORTS TO:** Hotel Sales Director

**SUPERVISES:** -

### DUTIES AND RESPONSIBILITIES:

#### 1. Key tasks

- a. Deliver presentations of hotel's products at customer sites and at conferences and exhibitions;
- b. Install and demonstrate software at customer sites;
- c. Meet annual sales targets;
- d. Attend trade exhibitions and user group meetings;
- e. Deliver platform presentations, posters and publications at conferences;
- f. Maintain company's contact management database with accurate, up-to-date contact and activity details;
- g. Produce monthly sales reports;
- h. Provide feedback from members and potential customers to enhance hotel's product performance and service delivery;
- i. Support hotel's product development by testing new product releases and acting as a Senior User.
- j. Identify and make contact with potential customers;
- k. Respond to sales requirements from existing and potential customers;
- l. Maintain contact with existing and potential customers to promote sales and deliver detailed account plans;

#### 2. Communication and Information:

- a. Ensure effective internal communications both within the Sales, Customer Support and Marketing team and across the organization;
- b. Seek to continuously improve member relations with particular regard to the provision of efficient communications to facilitate product development and issue management;
- c. Motivate all staff to share pertinent information about the market to facilitate the ease of recording, retrieval and use of information.
- d. Report to and meet with the Head of Sales at a minimum of once per month;



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- e. Facilitate links with professional and regulatory bodies and commercial organizations;

### **3. Financial:**

- a. Utilize the resources of the Sales Department for the cost effective delivery of Sales to company.

### **4. Market research:**

- a. Assist in the identification of opportunities for new hotel's products and for enhancement and development of existing hotel's products;
- b. Monitor and report on the activities of competitors and potential collaborators and to identify business opportunities and threats;
- c. Understand the market in which the hotel operates and how the hotel's products and services are used within that market;
- d. Identify new markets, both geographical and by industry sector, for hotel's products;
- e. Ensure that company has an in depth understanding of the users of hotel's products and their ongoing needs.

#### **JOB SPECIFICATION:**

Job specification (KSAs) of Sales Executive include: knowledge, skills, and abilities conditions.

Sales Executive Job Specification include requirements as follows:

- 1. Candidate must possess minimum qualification.
- 2. Proven track record in managing and directing a highly skilled, motivated, successful and results-oriented sales force.
- 3. Strong leadership qualities with good communication and interpersonal skills.
- 4. Able to operate in a fast-paced and changing market environment.
- 5. Must have a valid Class A driving licenses.
- 6. 2-3 years experience in the Hotel industry.
- 7. Self-driven and resulted oriented and able to lead a sales team.
- 8. Possess own vehicle.



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# Marketing Job Descriptions

1. Marketing assistant
2. Marketing communications coordinator
3. Marketing manager
4. Marketing officer
5. Marketing rep
6. Sales and marketing manager
7. VP marketing
8. Brand manager
9. Website content manager
10. Graphic designer
11. Public relations manager
12. Public relations officer
13. Event manager
14. Event coordinator



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## Job Description

**JOB TITLE:** Marketing Assistant

**REPORTS TO:** Marketing Communication Director

**SUPERVISES:** -

**DUTIES AND RESPONSIBILITIES:**

Primary cooperative marketing lead; The marketing assistant will make approval of contractor advertisements for reimbursement of finance, look over the allocation of contractors on the basis of the program performance and guarantee of appropriate usage of logos and brand guidelines.

Control response data of communications, other performance and marketing metrics.

Develop and keep track of a unified storage of presentations, materials on marketing and communications so that internal functional groups can easily access to.

Deal with many kinds of producers and distributors, for example printers, mall houses within their designated due date.

Give support in doing of research on marketing

Combine a number of different events across Indonesia Area to assist the program.

Set up and allocate rollout communications to update the program, enhance products, and guide the programs on marketing and tools of sales. Keep track of flowchart of marketing plans.

Give a handing help in such issues relating to finance: doing estimates, billing, making reports and invoices for fees, expenses relating to marketing, requests and documentation of cooperative advertising.

Give support in making media plans, proofing and moving of creative.



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## **JOB SPECIFICATION:**

Job specification (KSAs) of Marketing Assistant include: knowledge, skills, and abilities conditions.

Marketing Assistant Job Specification include requirements as follows:

1. University diploma.
2. Good project management skills.
3. Sound understanding of the principles of marketing.
4. Strong understanding of new technologies and how they can be applied to marketing.
5. Excellent copy writing skills – ability to rework technical text for a broader audience.
6. Creative and innovative.
7. Good attention to detail.
8. Ability to effectively present information and respond to questions from groups of managers, clients, members, and the general public.
9. Ability to write reports, business correspondence, and procedures.

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## Job Description

**JOB TITLE:** Marketing Communication Director

**REPORTS TO:** Managing Director

**SUPERVISES:** -

**JOB SUMMARY:**

**Job purpose of Marketing communications director** is responsible for coordinating the top-line messages for the company through managing and tracking marketing and promotions efforts in support of the organization's Mission and Values.

**DUTIES AND RESPONSIBILITIES:**

1. Develop a consolidated plan for how markets and communicates to potential and existing patients.
2. Oversee the development and execution of events and programs geared toward the Property / Hotel's general visiting audience.
3. Establish organizational roles and responsibilities to support promotion and marketing. Foster an organization-wide promotional sensibility.
4. Provide marketing skills and expertise to the Property / Hotel by managing a marketing team capable of carrying out the necessary marketing strategies and tactics.
5. Assist in the development of the advertising and promotions budget; track and report regularly on status.
6. Work with the Managing Director and Communications Manager to oversee all media communications ensuring accuracy and positive recognition of the company, and further develop the Property / Hotel's presence in the media.
7. Manage external and internal communications through a variety of media including TV, radio, electronic media, print, lifestyle media, and various events.
8. Develop appropriate tracking metrics to determine ROI of various marketing tactics.



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- 9. Analyze marketing programs and adjust strategy and tactics to increase effectiveness.
- 10. Work collaboratively with many other departments to align marketing activities to the company's broader vision and goals.
- 11. Help to develop and coordinate the annual marketing plan and the strategies, tactics and resources necessary to achieve the organization's goals alongside the Chief Marketing Officer.
- 12. Lead in the development and implementation of a unified, effective marketing and promotions process to expand the Property / Hotel's audience base, and increase visitation and revenue.
- 13. Evolve the strategic vision for the overarching and sub-brands.
- 14. Plan and oversee execution of marketing plan activities including media, trade, promotions, and collateral material.
- 15. Manage development, production, and distribution of promotional and collateral materials by working with internal creative teams and external production vendors to support sales and marketing programs.
- 16. Stay abreast of changes in the marketing environment to best serve company objectives and adjusts plans and strategies accordingly.
- 17. Plan and conduct market research to identify opportunities.
- 18. Establish and maintain consistent corporate image and marketing communications for brands.
- 19. Provide input for the budgeting process and manage the budget day-to-day.
- 20. Serve as the key author for marketing and communications publications and messages.
- 21. Leads and participates in committees and task forces as required.
- 22. Performs additional duties and responsibilities as requested.



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## **JOB SPECIFICATION:**

Job specification (KSAs) of Marketing Communication Director include: knowledge, skills, and abilities conditions.

Marketing Communication Director Job Specification include requirements as follows:

Bachelor's degree in Marketing/Communications or related field and a minimum of 5 years management level experience developing and marketing programs preferably for a ticketed attraction venue.

Demonstrated experience developing and executing projects, budgets, and strategic campaigns.

Broad experience and knowledge of paid visitation, membership, and group sales programs.

Demonstrated ability to develop and sustain effective working relationships with peers and subordinates; superior ability to work with diverse personalities and foster a customer service oriented team; tactful; flexible.

Extensive collateral experience.

Excellent verbal and written communication skills.

Superior networking and planning skills, combined with the ability to juggle competing priorities and deadlines.

Ability to work and willingness to work flexibly with a diverse array of management and program staff.

Ability to communicate effectively with community members, staff, Board and funders.

Experience and working knowledge of advertising, marketing, and promotions functions.

Excellent creative and objective writing skills with an emphasis on media relations and marketing materials.

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Strong organizational and planning skills.

Demonstrated verbal and creative thinking skills with an emphasis on group dynamics and customer relations.

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## Job Description

**JOB TITLE:** Marketing Manager

**REPORTS TO:** Marketing Communication Director

**SUPERVISES:** -

**DUTIES AND RESPONSIBILITIES:**

Research, develop and implement a Brand and Communication strategy, standards and practices company-wide that elicit the behavior, emotion and recognition objectives of the company.

Development of key messages for all audiences to communicate our core brand identity.

Lead agencies and internal team members where appropriate to execute all communication activities and public relations (marketing materials, advertising, client communications, direct mail, marketing campaigns, press releases, content for trade publications, etc.).

Oversee the writing of press releases, copy for marketing materials, annual reports, advertisements, and other related material.

Manage media relations, research editorial opportunities and build relationships with key industry media.

Work closely with the Web Manager to ensure messaging is consistent with overall marketing and communication objectives.

Build and maintain strong relationships with internal and external key stakeholders to ensure proper messaging of company beliefs and service offerings.

Provide monthly reporting to the VP, Business Development. Will include but not be limited to reporting on the status of prioritized marketing and communication activities. Reporting will be both historical and forward looking.



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Develop and manage the communications budget.

Contributes to the total effectiveness of the department, communicating openly, solving problems proactively, offering creative ideas and working as a positive, engaged team member.

Budget management. To deliver all marketing activity within the agreed budget.

To manage all aspects of print production, receipt and distribution.

Performs related work as required.

#### **JOB SPECIFICATION:**

Job specification (KSAs) of Marketing Manager include: knowledge, skills, and abilities conditions.

Marketing Manager Job Specification include requirements as follows:

Marketing certificate, diploma or degree followed by a minimum of five years of professional services in marketing and communications leadership role.

Extensive experience in all aspects of developing and maintaining marketing strategies to meet organizational objectives.

Strong understanding of customer and market dynamics and requirements.

Willingness to travel and work in a global team of professionals.

Proven ability to oversees all marketing, advertising and promotional staff and activities.

Thorough understanding of branding principles and tactics through multimedia including the Web.

Proven ability to design, develop and implement both strategic programs and supporting tactics.

Superior written and verbal communications skills, coupled with highly developed interpersonal skills.

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Strong project management skills with demonstrated ability to multi-task and set priorities within tight time lines and high client expectations.

Ability to quickly grasp complex technical and business concepts and express them in clear language.

Flexible and open to changing priorities and managing multiple tasks simultaneously within compressed time frames.

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## Job Description

**JOB TITLE:** Marketing Officer

**REPORTS TO:** Marketing Communication Director

**SUPERVISES:** -

**DUTIES AND RESPONSIBILITIES:**

1. To attend performances and other events as required out of normal office hours.
2. To support the company's archive function by archiving relevant marketing material.
3. To undertake any reasonable duties at the request of the marketing manager.
4. Ensure company management guidelines and policies are followed.

To assist with the implementation of the marketing strategy with specific objectives and targets as agreed.

5. To manage and maintain positive relationships with venue staff and media partners.
6. To support the overall marketing objectives of company both externally and internally.

To take responsibility for originating and planning campaigns in conjunction with the Marketing.

7. To develop promotional opportunities and ideas from conception through to delivery.

Through departmental meetings and one to one interviews with line manager provide progress.

8. Reports on campaigns to ensure effective departmental communications.

Provide regular information where necessary to assist with the compilation of reports for company.

9. Board, senior management meetings and other company depts as required.



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Supply sufficient information to the marketing manager to enable effective budgetary control of specific areas of activity.

10. Supply weekly advance box office figures for analysis.

To assist with the development and implementation of company's audience development objectives.

Take responsibility for specific campaigns as agreed with the marketing manager i.e venue specific campaigns and marketing and promotional events such as artsfest.

Maintain liaison with external and internal suppliers, assisting in commissioning and delivery of marketing material.

Provide accurate and creative copy writing and proof reading skills as directed by the marketing manager and working to pre-agreed deadlines.

Ensure that all printed promotional material is distributed effectively throughout company departments and to the company board to include posters and leaflets.

#### **JOB SPECIFICATION:**

Job specification (KSAs) of Marketing Officer include: knowledge, skills, and abilities conditions.

Marketing Officer Job Specification include requirements as follows:

1. University diploma.
2. 2 years experiences.
3. Good project management skills.
4. Sound understanding of the principles of marketing.
5. Strong understanding of new technologies and how they can be applied to marketing.
6. Excellent copywriting skills – ability to rework technical text for a broader audience.
7. Ability to manage a campaign budget.
8. Creative and innovative.



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- 9. Good attention to detail.
- 10. Team player – works to ensure team goals are met or exceeded.
- 11. Openly communicates to the team in an enthusiastic and motivated manner.
- 12. Positive 'can do' attitude.
- 13. Self-motivated – ability to manage campaigns with minimum of supervision.

Good communicator – provides clear, concise written/verbal communications appropriate to the audience.

Results driven – strives to make a difference; enjoys a challenge and working under pressure to achieve the objective.

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## Job Description

**JOB TITLE:** Marketing Representative

**REPORTS TO:** Marketing Communication Director

**SUPERVISES:** -

**JOB SUMMARY:**

Job purpose of Marketing rep is responsible for the implementation and outcomes of sales strategies for assigned product lines and services in assigned territory.

**DUTIES AND RESPONSIBILITIES:**

Calls on existing and potential referral sources to provide educational information and materials as well as agency updates.

Maintains confidentiality of information as required by state/federal regulations and company policy.

Organizes, outlines, and maintains a well-defined call cycle

Maintains precise and accurate records of daily and weekly activities and referral profiles.

Works collaboratively with Corporate Communications on the creation of various marketing tools including brochures, videos, exhibit displays, press releases and advertising

Remains current on compliance, reimbursement and practice management

Assists with new physician practice start-up and development as necessary Develop and nurture relationship with prospective members, community leaders, owner hospitals, community partners, and current business partners.

Facilitates effective communication with physicians, referral sources, and healthcare staff; responds promptly and appropriately to any concerns.



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Conducts marketing activities according to the policies, procedures, and protocols of the agency.

Performs community activities promoting home health and wellness, particularly as it applies to the low vision program.

Performs periodic market analysis, identifies and targets new and existing services, and updates management regarding activities, opportunities, and market changes/conditions.

Helps develop, implement and evaluate marketing plan and tools for service lines, facilities and organization as appropriate

Conducts market research to study possible new services or improvements for existing services and programs

Responsible for calling on and developing relationships with potential referral sources within the metro area and within rural areas including physicians, case managers, insurance companies, adjusters, attorneys, professional associates, businesses non-profit organizations and others as may be appropriate

Prepares and monitors marketing report, goals and outcomes; communicates regularly and effectively with supervisor to ensure mutual goals are understood and met.

#### **JOB SPECIFICATION:**

Job specification (KSAs) of Marketing Representative include: knowledge, skills, and abilities conditions.

Marketing Representative Job Specification include requirements as follows:

Bachelors degree in Marketing, Public Relations, Sales or related field

4 years professional experience in Healthcare Marketing, Public Relations, Sales or related field

Must be able to communicate effectively in English (verbal/written)

Previous experience using a computer to include both Word and Excel



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A work ethic which is driven by goals to create ultimate client satisfaction.

Ability and desire to be a role model for peers, both in behavior and work quality, maintaining a positive attitude and inspiring others to follow. A self-starter, requiring minimal supervision.

Strong computer system skills.

Professional business experience, preferably in business-to-business marketing or sales functions, where contact with decision-making executives was required.

Proven abilities to communicate skillfully, tactfully, and persuasively in both verbal and written media. Ability to deliver content in a style which is appropriate to a high-level business communication.

Effective time management and organizational skills to achieve quality and productivity objectives in a fast paced environment.

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## Job Description

**JOB TITLE:** Sales & Marketing Manager

**REPORTS TO:** Marketing Communication Director

**SUPERVISES:** -

**JOB SUMMARY:**

Job purpose of Sales and marketing manager is to directly supervises employees in the Marketing, Estimating, Contracts, and Sales Departments. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance, setting goals and objectives; rewarding and disciplining employees; addressing complaints and resolving problems.

**DUTIES AND RESPONSIBILITIES:**

Discuss problems with customers, answer questions and present “win-win” solutions

Contact customers and conduct on-going analysis of competition’s pricing actions, sales volume, trends, consumer promotion, advertising activity and tracking studies.

Identify, lead and manage the new product introduction process for this channel.

Analyzes and defines the market for division product growth within the assigned product market segment.

Initiates, leads and directs division new-business proposal and proposal efforts, working through the proposal manager for internal preparation activities.

Provides the data to prepare up-to-date and control forecasts covering projected new-business sales, bookings, proposal activity/costs, and investment requirements by customer and program.

Develops and maintains relationships with existing and potential customers by means of visiting the customer facility or contacting directly via phone.

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Delivers sales presentations to key clients in coordination with sales representatives.

Meets with key clients, assisting sales representative with maintaining relationships and negotiating and closing deals.

Establish and maintain close working relationships with critical internal departments such as supply base, supply chain, manufacturing, R&D and trade marketing.

Responsible for the achievement of department/division/unit productivity and sales goals to manage the Marketing Department Budget.

Delivery of all marketing activity within agreed budget

Develops and implements strategic sales plans to accommodate corporate goals.

Develops marketing plans, business plans, sales strategies, and action plan for identified targets of opportunity that clearly define objectives, goals, win strategies, schedules and action assignments, which will focus on meeting organizational objectives.

Secures opportunities to quote on customer requirements and follow up on those quotations presented.

Identify opportunities related to changes in the industry, including engineering advances within customers. Responsible for competitive market assessment and trends, Voice of the customer research, customer/consumer segmentation and strategic/SWOT analysis.

Analyze internal shipment, revenue, margin data and analysis of relevant economic and industry data that impacts the segment.

Coordination of catalog research and production efforts to ensure application and cross-reference coverage are meeting the needs of targeted customer channels.

Work with Marketing Services and the Brand team to develop key promotions and collateral pieces to support product lines.

Maximizing sales revenues within the Small Engine channel to include conducting regular meetings with potential customers.

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Communicate prices, terms or conditions of sales programs with customers

#### **JOB SPECIFICATION:**

Job specification (KSAs) of Sales & Marketing Manager include: knowledge, skills, and abilities conditions.

Sales & Marketing Manager Job Specification include requirements as follows:

Bachelor's Degree with concentration in Marketing, Business or Communications. Masters degree preferred; Minimum 6-8 years experience in a related position with another firm.

Exceptional design capabilities.

Strong organization, planning, and follow through skills

Working knowledge and maintenance of office equipment (multi-line telephone, fax machine, copier, computer, printer, scanner, etc.)

Proficiency with MSOffice (Word, Excel, Outlook, PowerPoint, etc.), Internet, and email

Ability to organize, prioritize, and complete projects with minimal supervision

Detail-minded and organized with the ability to work on many varied tasks under time pressures

Display management skills required to motivate staff to achieve company agenda.

Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Adjusting actions in relation to others' actions.

Communicating effectively in writing as appropriate for the needs of the audience.



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Talking to others to convey information effectively.

The ability to read and understand information and ideas presented in writing.

The ability to communicate information and ideas in speaking so others will understand.

The ability to listen to and understand information and ideas presented through spoken words and sentences.

The ability to apply general rules to specific problems to produce answers that make sense.

The ability to combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events).

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## Job Description

**JOB TITLE:** VP Marketing

**REPORTS TO:** Managing Director

**SUPERVISES:** -

**JOB SUMMARY:**

**DUTIES AND RESPONSIBILITIES:**

Strategic planning including corporate positioning market and competitive analysis, customer segment selection and penetration plans, and related product positioning.

Oversee marketing communications including branding, public relations, advertising, white papers, trade shows, seminars and events collateral materials, analyst and market research management, and website design and content either directly or on an outsourced basis.

Oversee product management including market and customer research for market and product requirements, interface with engineering for product development, product pricing and product lifecycle management.

Oversee product marketing including product launch management, sales training, presentations, sales tools, competitive analysis and general sales support.

Work with the CEO and the other executive team members to identify and develop strategic alliances, raise venture/public financing, communicate with BoD members, and close/grow major customer accounts.

Define and direct marketing programs for demand creation, lead generation and interface with sales VP for lead tracking and management.

Work closely with VP Sales to develop and manage channel and partner strategies and programs.

Develop and manage the Company's entire marketing budget.



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Develop and track metrics and success criteria for all marketing programs and activities.

Act as spokesperson for the company with press and analysts and at industry events.

Define the appropriate marketing organization for the company's maturity/size.

Base on the above job description, you can set up: KPIs, KRAs, job objectives/goals, job standards/requirements, job specifications/qualifications.

#### **JOB SPECIFICATION:**

Job specification (KSAs) of VP Marketing include: knowledge, skills, and abilities conditions.

VP Marketing Job Specification include requirements as follows:

BA diplomar, M.B.A. preferred.

10 years marketing experience in comparable industries with 4 years in a senior management position.

Demonstrated ability to manage often outsourced marketing activities (PR, corporate identity system, website, etc.).

Ability to plan and manage at both strategic and operational levels.

Exceptional track record of developing and implementing marketing and sales strategies that have consistently met or exceeded planned objectives, providing personal leadership through example.

Ability to work collaboratively with colleagues and staff to create a results driven, team oriented environment.

Experience in choosing, deploying, and using marketing and sales SW applications.

Substantial experience working with business and industry press.

Strong strategic planning and analysis skills in sales, marketing, and business (competitive) strategy.



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Extremely effective public speaking skills and presence.

Capacity to assume more significant executive responsibilities over time.

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## Job Description

**JOB TITLE:** Brand Manager

**REPORTS TO:** Marketing Communication Director

**SUPERVISES:** -

**JOB SUMMARY:**

To take responsibility for developing plans and executing projects and initiatives that support the broader short and long-term marketing strategy. The Manager collaborates with Consumer Insights, Culinary and Beverage and Finance to ensure the brand remains relevant to consumers and that all initiatives support the brand promise. Additionally, Brand Managers take a lead in managing vendor partners and communication agencies, and all aspects of their projects.

**DUTIES AND RESPONSIBILITIES:**

Leads the Marketing lifecycle process for designated brand(s).

Defines and helps facilitate master plans for designated properties.

Functions as the information hub for designated brand(s).

Works closely with all relevant Media departments to integrate media mix plans.

Monitors and advises brand.

Manages day-to-day progress of product marketing planning and execution.

Maintains brand integrity across product lines, advertising, and all other internal and external communication as it pertains to assigned brand.

Collaborates with a wide variety of functional areas such as sales, editorial, marketing, design, and operations to execute specific marketing plans for each assigned title.



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Coordinates and develops marketing, sales, editorial, and financial plans for product line.  
10. Provides financial and marketing justification for acquisitions.

Prepares marketing objectives and schedules for all phases of product solicitation and introduction to market including but not limited to sales materials and retail presentations.

Conducts market research and identifies and tracks market trends in company's industry.

Produces competitive analysis materials comparing product with its key competitors.

Participate in key sales and marketing presentations as necessary.

Develops monthly and quarterly reports for management.

Support the development of brand strategies and marketing plans across the organization.

Aid in developing brand identity and related positioning and messaging to help inform the creative process.

Develop and execute creative in support of the brands and related products.

Manager the day-to-day activities associated to all marketing efforts, including, project management, creative development, cross-functional implementation, campaign tracking and reporting as necessary.

Assist in monitoring brand health metrics and support the development of new brand tracking across businesses.

Assist with financial projections and budgeting process.

Manage budgets and financial related to marketing campaigns.

Assist with management of third party agencies.

#### **JOB SPECIFICATION:**

Job specification (KSAs) of Brand Manager include: knowledge, skills, and abilities conditions.

Brand Manager Job Specification include requirements as follows:

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## **Knowledge**

1. Bachelor's degree required in business or related discipline.
2. Advanced Microsoft Excel and PowerPoint skills required.

### **1. Experience**

1. 4+ years experience in marketing, with at least 3 years experience in brand advertising and/or direct response marketing capacity.
2. Proven experience in developing creative for advertising materials, direct mail, email and online advertising communications.

### **2. Skills**

1. Solid interpersonal and communication skills and the ability to work on cross-functional teams in both leadership and member roles.
2. Strong presentation and writing skills.
3. Analysis skills to not only present data but also summarize the findings and propose recommendations for future improvement.
4. Will be known for their innovation and vision in the area of Brand Development/Brand Management.
5. Must possess strong interpersonal skills and is a relationship builder.
6. Must have a style that promotes respect, credibility and trust throughout the organization.
7. Must be a business leader and a calculated risk taker.
8. Strong project management skills.
9. Strategic thinker and creative marketer.
10. Results oriented and self-motivated.
11. Excellent written and verbal communication skills.
12. Strong Leadership skills.

### **3. Abilities**

1. Ability to work independently without significant supervision.
2. Ability and comfort to present ideas to a variety of audiences as required.
3. Will possess the ability to define problems, collect data, establish fact and draw valid conclusions.



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## Job Description

**JOB TITLE:** Website Content Manager

**REPORTS TO:** Marketing Communication Director

**SUPERVISES:** -

**JOB SUMMARY:**

**DUTIES AND RESPONSIBILITIES:**

Help to electronically distribute a range of analytic and informational publications through various electronic means.

Post various products to the appropriate networks and identify which products should be disseminated to which networks.

Maintain a consistent look and feel throughout all web properties.

Develop SOPs on current tasks and collaborate to develop and implement a new dissemination platform.

Gather requirements and work with IT staff to improve processes and tools.

Working with a cross-departmental team, maintain and develop the master content calendar for all web properties.

Keep current with emerging web technologies through relevant blogs, listservs, and events.

Assure web-based information is archived for future needs and reference.

Track and report on all site metrics.



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Work cooperatively with key team members, clients and vendors.

Copyedit and proofread all web content.

Oversee freelancers, including writers, copyeditors and community outreach organizers.

Develop briefing materials on production processes, including classification guides and sourcing guides.

Provide analytical support for the creation of information sharing policies and procedures.

Create, develop and manage content for organization's web presence (requires working with content management software).

Coordinate web projects across departments.

#### **JOB SPECIFICATION:**

Job specification (KSAs) of Website Content Manager include: knowledge, skills, and abilities conditions.

Website Content Manager Job Specification include requirements as follows:

Experience with HTML, Dreamweaver, and Lotus Notes.

Experience with Web publishing, Adobe Acrobat, Photoshop, Fireworks, and InDesign.

Experience with requirements gathering and systems development.

Experience with electronic dissemination platforms that are available within the IC and community metadata standards.

Knowledge of the procedures and regulations regarding the classification and dissemination of finished intelligence.

TS/SCI clearance with a polygraph.

BA or BS degree.



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Experience with the intelligence community.

Experience with Web technology, publication manuals, Web page template generation, or authoring procedural documentation.

BA degree in Graphics Arts, Web Design, Content Management, or Information Management.

Exceptional communication and organizational skills.

Ability to manage multiple projects in a fast-paced, deadline-driven environment.

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## Job Description

**JOB TITLE:** Graphic Designer

**REPORTS TO:** Marketing Communication Director

**SUPERVISES:** -

**JOB SUMMARY:**

**DUTIES AND RESPONSIBILITIES:**

Creating and producing images and logos.

Creating layouts for magazines, newsletters, newspapers, brochures and other print pieces.

Contributing ideas and design artwork to the overall brief.

Keeping abreast of developments in IT, particularly design programs.

Working well in a team, with printers, copywriters, photographers, other designers, account executives, website designers and marketing specialists.

Working to tight deadlines.

Coordinating for production of print pieces.

Creating layouts for websites and digital newsletters or email advertising.

Multi-tasking: graphic designers often work on more than one design brief at a time.

Using a wide range of media, including photography and computer aided design.

Producing accurate and high quality work.

Creating promotional displays including signs and signage systems for public exhibition.



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Meeting clients to discuss their needs.

Interpreting the client's business needs.

Developing design briefs by gathering information and data to clarify design issues.

Thinking creatively to produce new ideas.

Using innovation to redefine a design brief and meet the constraints of cost, time and client.

Produce credits for TV and film.

#### **JOB SPECIFICATION:**

Job specification (KSAs) of Graphic Designer include: knowledge, skills, and abilities conditions.

Graphic Designer Job Specification include requirements as follows:

Several years practise from design, layout work and web designs.

Understanding for printing matters and knowledge of different formats for printing regarding pixelimage, vectorgraphic, pdf, eps, rgb, cmyk, jpg, tiff, png, ai and more.

Very good skill in Photoshop, Indesign, Illustrator, web editors (Dreamweaver, GoLive, FrontPage...), Flash.

Knowledge of different format for web regarding image, vector, html, xml, jpg, gif, flash and more.

Understanding for java, .net.

Must be able to work independently with little supervision, as well as in a team.

English skill is required.



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## Job Description

**JOB TITLE:** Public Relation Manager

**REPORTS TO:** Marketing Communication Director

**SUPERVISES:** -

**JOB SUMMARY:**

**DUTIES AND RESPONSIBILITIES:**

Manage relationships with a variety of media including tech, business, local, and vertical and across media types including blogs, online, print and broadcast.

Work closely with marketing, product development and engineering team.

Assist with company blog and company representation on other social media outlets.

Provide some industry analyst relations support.

Manage and attend media related events.

Manage speaking opportunities and awards programs.

Serve as company spokesperson on occasion.

members to support product launches, marketing campaigns and partner programs.

Develop and implement consumer promotional campaigns.

Drafting and editing press releases and by-line articles to high standard consistent with company messaging and editorial guidelines.

Developing and maintaining good working relationships with the media – including local and national newspapers, trade magazines, radio, and television – and company's spokespeople.



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Responding to enquiries from reporters.

Reviewing editorial schedules and managing process to ensure the firm appears in all key features.

Assisting with organization of press briefings, media training, photography, and press attendance at company seminars.

Publicizing high-profile media coverage on company website and maintaining the PR site on company's intranet.

Provide counsel to senior executives on messaging and media relations; host media interviews.

Write and distribute company announcements.

Assist in managing external PR agency activity as appropriate.

Manage online media kit.

#### **JOB SPECIFICATION:**

Job specification (KSAs) of Public Relation Manager include: knowledge, skills, and abilities conditions.

Public Relation Manager Job Specification include requirements as follows:

Bachelors degree in Communications or a related field.

Minimum of 5-7 years of relevant PR experience.

Demonstrated success in implementing media campaigns (incl. social media).

Demonstrated success in securing media coverage in a variety of outlet types.

Demonstrated track record of developing successful working relationships with reporters and bloggers (references required).

Experience in developing successful creative consumer campaigns.



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Experience working closely with senior level executives.

Excellent written and oral communication skills (samples required).

Ability to manage multiple projects and demands at a time.

Excellent writing skills, with a high level of attention to detail.

Strong interpersonal skills, ability to develop relationships and communicate with all levels of management.

Effective working relationship with team members and manager across geographical locations.

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## Job Description

**JOB TITLE:** Public Relation Officer

**REPORTS TO:** Marketing Communication Director

**SUPERVISES:** -

**JOB SUMMARY:**

**DUTIES AND RESPONSIBILITIES:**

Writing and editing in-house magazines, case studies, speeches, articles and annual reports.

Preparing and supervising the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programs.

Write speeches, prepare visual aids and make public presentations.

Oversee production of visual (film or video), audio and electronic material, including managing websites.

Organize special events such as open days, visits, exhibitions and functions.

Conduct internal communication courses, workshops and media training.

Manage a company or organization's response to important issues and in times of crisis.

Devising and coordinating photo opportunities.

Organizing events including press conferences, exhibitions, open days and press tours.

Maintaining and updating information on the organization's website.

Sourcing and managing speaking and sponsorship opportunities.

Commissioning market research.



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Respond to enquiries from the public, media and other organizations.

Arrange interviews with journalists, prepare and distribute news releases and make statements to the media.

Write, edit and arrange production of newsletters, in-house magazines, pamphlets and brochures.

Assist in preparing organizational documents such as annual reports, corporate profiles and submissions.

Keep an eye on public opinion about an organization or particular issues.

Develop and implement communication strategies for the organization.

Advise management on communication issues and strategies.

Plan public relations programs including the preparation of cost budgets.

Present arguments on behalf of an organization to government, other organizations and special interest groups.

Fostering community relations through events such as open days and through involvement in community initiatives.

Managing the pr aspect of a potential crisis situation.

#### **JOB SPECIFICATION:**

Job specification (KSAs) of Public Relation Officer include: knowledge, skills, and abilities conditions.

Public Relation Officer Job Specification include requirements as follows:

1. BA
2. 3 years experience of PR.
3. Written and verbal communication skills.

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- 4. Organization and flexibility.
- 5. Ability to form relationships with clients.
- 6. Public speaking.
- 7. Negotiating skills.
- 8. Confidence and discretion.
- 9. Time-management.
- 10. ability to prioritize and multitask.

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## Job Description

**JOB TITLE:** Event Manager

**REPORTS TO:** Marketing Communication Director

**SUPERVISES:** -

**JOB SUMMARY:**

**DUTIES AND RESPONSIBILITIES:**

Establishes six month rolling marketing plan for region marketing events.

Manages, motivates and helps clear roadblocks for all region marketing events, including type, location, sponsor and partnership details of given events.

Identify, negotiate and manage significant strategic partnerships, alliances, and relationships that support the organization's current and emerging directions.

Works with region Marketing Manager as well as company marketing directors in coordinating an overall marketing strategy and will supervise the creation of marketing material for region events.

Establishes and manages budgets and tracks spending for region events, providing quarterly analysis and review.

Is accountable to develop the Communication strategy and plan for region marketing events.

Communicates regularly with all team members and is accountable to build working relationships with the region Marketing Manager and corporate marketing team.

Identifies regional business opportunities for members of the Sales team and the training team.

Supports special projects as required.

Develops and maintains a strong professional network in the region and within Franklin Covey.



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Participates in meetings and special events as required from time to time.

Manage through service level agreements, completion of all marketing projects, on time, on budget.

Establish and manage service agreements with outside companies for completion of projects.

Liaise and manage relationship with vendors, including printing companies, and design houses.

Operate every body to identity guidelines and company communication standards.

To be responsible for communicating effectively with colleagues about all events, ensuring that the program relates to other activity wherever possible.

To be responsible for setting the cost and monitoring budgets for each event in a way that ensures that they cover all core costs and generate income.

To work closely with Finance to ensure that we have accurate and up to date financial information for each event.

To be responsible for the successful marketing and evaluation of the program of events.

To process enquiries and bookings relating to the events program and to manage events via Progress, updating as necessary.

#### **JOB SPECIFICATION:**

Job specification (KSAs) of Event manager include: knowledge, skills, abilities conditions.

Events manager job specification include requirements as follows:

A minimum of five 3 years experience in event planning and management managing budgets, marketing imperatives, and resources and vendor relationships.

Proven record of event marketing and event management.



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Proven record of creative experience in creating event concepts and designs.

Experience in delivering project on time and on budget, without close supervision, through service level agreements.

Demonstrated commitment to interdependent team work.

Bachelors degree preferred.

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## Job Description

**JOB TITLE:** Event Coordinator

**REPORTS TO:** Marketing Communication Director

**SUPERVISES:** -

**JOB SUMMARY:**

**DUTIES AND RESPONSIBILITIES:**

Adhering to the budget set forth by the Conference Committee and approved by the Board of Directors.

Supporting and collaborating with the Executive Director in securing sponsorships.

Adhering to conference planning schedule, policies and guidelines.

Contracting with caterers, A/V specialists and other vendors in a timely manner.

Secure continuing education provider status for licensed social workers, and mental health counselors in a timely manner.

Solicit exhibitors.

Contracting with keynote speakers and workshop presenters.

Securing and contracting meeting space and lodging.

Publishing and distributing the registration brochure, and other marketing materials.

Receive scholarship applications and community hero nominations, and inform applicants of final status.



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Solicit volunteers.

Support Auction Staff in preparing for and implementing the annual auction and raffle.

Take attendance prior to meetings in order to keep track of excused and unexcused absences.

Keep attendance at all meetings.

Send attendance promptly to Marketing Coordinator for updating on the Web site.

Plan end of the year banquet.

Facilitates the securing of appropriate venues for regional programs and events, including site inspections and negotiation of contracts.

Coordinates on-site arrangements for all regional meetings and events, including regional competitions.

Works in coordination with the Marketing and Education Coordinators on marketing events.

#### **JOB SPECIFICATION:**

Job specification (KSAs) of Event Coordinator include: knowledge, skills, abilities conditions.

Events Coordinator job specification include requirements as follows:

Moderate to high proficiency and or aptitude in Microsoft Windows XP operating system; MS Word; MS Excel; MS PowerPoint; MS Outlook.

Familiarity with Macro media Dream weaver; MS Access database software or File maker Pro; or other similar programs.

Creativity, initiative, strong problem solving skills.

Ability to work independently. This position is one of only two at the agency.

Good interpersonal skills for working with WSCH staff, Board of Directors, and vendors.



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Appropriately handle sensitive and confidential information and situations both internally and with homeless people.

Ability to initiate, plan and manage projects and meetings.

Ability to focus on details, prioritize and meet deadlines.

Valid driver's license, auto insurance and a reliable vehicle.

Ability to read and comprehend a wide variety of material.

Excellent written and oral communication skills and customer service skills.

Ability to compile data accurately.

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