



JOB DESCRIPTION	Job Title Sales & Marketing Lead			Date Prepared: 27/06/2025	Revision # 0
Department Name Sales & Marketing	Job Code:	Grade:	Employee Status: Exempt	Prepared By: Muthu	

PRIMARY RESPONSIBILITY

The Sales & Marketing leader will manage both sales and marketing efforts to drive business growth. This role focuses on developing integrated strategies to increase revenue, improve market presence, and engage customers effectively. As a member of the executive team, you play a key role in shaping the company's strategic direction and competitive edge.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Achieves marketing and sales staff objectives by recruiting, selecting, training, and coaching employees.
2. Communicates job expectations by planning, monitoring, and reviewing individual and team contributions.
3. Meets business goals by creating and executing effective marketing and sales strategies.
4. Prepares and implements comprehensive marketing action plans.
5. Meets financial objectives by forecasting requirements and preparing annual budgets.
6. Determines annual and gross profit plans by forecasting and developing annual sales targets for regions.
7. Accomplishes marketing and sales objectives by planning, developing, implementing, and evaluating advertising campaigns.
8. Identifies marketing opportunities by understanding customer needs and market trends.
9. Enhances product marketability and profitability by researching, identifying, and capitalizing on market opportunities.
10. Maintains strong relationships with key accounts through regular visits and engagement.
11. Collects, analyses, and summarizes market data and trends to support strategic decisions.

ESSENTIAL JOB REQUIREMENTS

Education: Master's degree in marketing, Business Administration equivalent related field is preferred.

Experience: Minimum of 2 years of experience in sales or marketing is required.

Knowledge:

- Strong understanding of marketing principles, sales techniques, and market dynamics
- In-depth knowledge of digital marketing channels
- Knowledge of branding, advertising, and promotional strategies
- Understanding of customer behaviour, market segmentation, and competitive analysis
- Budgeting, forecasting, and financial planning related to marketing and sales
- Awareness of current industry trends and emerging technologies
- Strategic planning and execution
- Data analysis and reporting



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Skills:

- Strong verbal and written communication
- Leadership and team management
- Negotiation and persuasion skills
- Project management and multitasking
- Presentation and public speaking
- Creative thinking and problem-solving
- Customer relationship management

Abilities:

- Ability to develop and implement effective sales and marketing strategies
- Ability to lead and inspire cross-functional teams
- Ability to analyse data and make data-driven decisions
- Ability to manage multiple projects and meet deadlines
- Ability to adapt quickly to changing market conditions
- Ability to build and maintain strong customer and partner relationships
- Ability to influence stakeholders and drive business growth

General Behavioral Indicators:

- Seek opportunities – Proactively builds effective working relationships with others.
- Clarify the current situation – Probes for and provides relevant information to clarify situations.
- Develop others and own ideas, seek out, enhance, and build upon original ideas; contributes constructively to discussions.
- Subordinate personal goals – Prioritizes team or organizational goals over personal interests.
- Facilitate agreement – Gains alignment from others to support ideas or take collaborative action; uses sound reasoning to explain the value of proposed actions.
- Use Key Principles – Builds strong interpersonal relationships by helping people feel valued, appreciated, and included in discussions (e.g., enhances self-esteem, shows empathy, involves others, shares openly, and offers support).



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Key Personality Traits:

1. Decision Making

Identifying and understanding issues, problems, and opportunities; comparing data from different sources to draw conclusions; using effective approaches to choose a course of action or develop appropriate solutions; taking action that aligns with available facts, constraints, and likely consequences.

Behavioural Indicators:

- Identifies issues, problems, and opportunities – Recognizes when issues, problems, or opportunities exist and determines whether action is required.
- Gathers information – Identifies the need for information and collects it to better understand issues, problems, or opportunities.
- Interprets information – Integrates information from various sources to identify trends, relationships, and cause-effect patterns.
- Generates alternatives – Develops relevant options to address problems or opportunities and achieve desired results.
- Chooses appropriate action – Establishes clear decision criteria; evaluates alternatives by considering their implications and potential consequences; selects the most effective option.
- Commits to action – Takes timely action or implements decisions within an appropriate time frame.
- Involves others – Engages relevant stakeholders in the decision-making process when necessary to gather input, make sound decisions, and ensure understanding and buy-in.

2. Facilitating Change

Encouraging others to explore innovative approaches for addressing problems and opportunities; supporting the implementation and acceptance of change within the workplace.

Behavioral Indicators:

- **Encourage boundary breaking** – Motivates team members to question established processes and assumptions; prompts them to ask “why” until the root cause is uncovered; involves stakeholders in continuous improvement initiatives.
- **Value sound approaches** – Consistently remains open to ideas from others; supports and applies effective suggestions to solve problems or address challenges.
- **Reward change** – Acknowledges and rewards team members who implement useful changes.
- **Addresse change resistance** – Assists individuals in overcoming resistance to change; demonstrates empathy toward those experiencing a sense of loss due to change.
- **Manage complexity and contradictions** – Seeks to minimize complexities, contradictions, and paradoxes, or reduce their impact; provides clarity and helps streamline the change process.

Innovation

Generating innovative solutions in work situations; trying different and novel ways to deal with work problems and opportunities.



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Behavioral Indicators:

- Challenges paradigms – Identifies implicit assumptions in the way problems or situations are defined or presented; sees alternative ways to view or define problems; is not constrained by the thoughts or approaches of others.
- Leverages diverse resources – Draws upon multiple and diverse sources (individuals, disciplines, bodies of knowledge) for ideas and inspiration.
- Thinks expansively – Combines ideas in unique ways or makes connections between disparate ideas; explores different liens of thought; views situations from multiple perspectives; brainstorms multiple approaches/solutions.
- Evaluates multiple solutions – Examines numerous potential solutions and evaluates each before accepting any.
- Ensures relevance – Targets important areas for innovation and develops solutions that address meaningful work issues.

3. Managing Work

Effectively managing one’s own time and resources to ensure that work is completed efficiently.

Behavioral Indicators:

- Prioritizes – Identifies more critical and less critical activities and tasks; adjusts priorities when appropriate.
- Prepares – Ensures that required equipment and/or materials are in appropriate locations so that own and others’ work can be done effectively.
- Schedules – Effectively allocates own time to complete work; coordinates own and others’ schedules to avoid conflicts.
- Leverages resources – Takes advantage of available resources (individuals, processes, departments, and tools) to complete work efficiently.
- Stays focused – Uses time effectively and prevents irrelevant issues or distractions from interfering with work completion.

4. Technical/Professional Knowledge and Skills

Having achieved a satisfactory level of technical and professional skill or knowledge in position-related areas; keeping up with current developments and trends in areas of expertise.

Behavioral Indicators:

- Possesses relevant knowledge and skills - has adequate knowledge and/or skills to perform effectively on the job.
- Maintains knowledge and skills - Keeps abreast of knowledge and/or skills required to perform the job effectively.