



## VACANCY ANNOUNCEMENT

### MARKETING SPECIALIST

The Eswatini Sugar Association (ESA) seeks to appoint a Marketing Specialist to drive sales of sugar and its by-products to designated market(s). The position reports to the Marketing Manager and is based at the Head Office in Mbabane.

#### **The Job Performance Profile:**

1. Negotiate and manage sales, and allocations, with customers.
2. Manage contracts and ensure positive relations with customers, including periodic visits.
3. Prepare sales budget (volume and pricing) and ensure performance against budget.
4. Review customer requests; attend to their complaints and ensure customers are continuously informed of pertinent issues.
5. Develop a strategy to increase the customer base or sales value in the assigned market.
6. Gather market intelligence to support competitiveness of sales.
7. Coordinate customer visits and audits.
8. Ensure positive recognition of Eswatini sugar brand in the market.
9. Implement the relevant components of the ESA Marketing Strategy.
10. Execute necessary activities for the attainment of ESA objectives with respect to sales in the assigned market.

#### **Person Specifications:**

The ideal candidate must have:

1. A Bachelor's Degree in Marketing or equivalent.
2. Experience in development of marketing strategy and managing sales.
3. 3-5 years' experience in sales and/or marketing in an FMCG environment or commodity sector.
4. Entry level management skills will be an added advantage.

#### **Remuneration:**

Commensurate with incumbent's level of expertise and experience.

Applications: To be submitted together with a CV containing three references to [recruitment@esa.co.sz](mailto:recruitment@esa.co.sz). The detailed Job Description is available on the website [www.esa.co.sz](http://www.esa.co.sz).

The closing date for applications is 22 April 2024.





**JOB DESCRIPTION**

<b>NAME:</b> .....	<b>DESIGNATION:</b> MARKETING SPECIALIST
<b>LOCATION:</b> HEAD OFFICE	<b>IMMEDIATE SUPERVISOR:</b> MARKETING MANAGER

**SUMMARY OF DUTIES/RESPONSIBILITIES:**

For designated market:

1. Manage customer sales through inter alia:
  - a. Ensuring accurate management of allocations and changes thereof;
  - b. Undertaking analysis and making recommendations on forfeitures and additional allocations requests;
  - c. Monitoring sales budget and ensure performance against budget;
  - d. Drafting necessary sales contracts and explain same to customers;
  - e. Ensuring customer compliance with terms and conditions of sale;
  - f. Meeting customers periodically to maintain good customer relations, explain ESA positions and gather necessary intelligence;
  - g. Liaising with logistics and finance functionaries at ESA.
2. Ensure delivery on the implementation of the Marketing Strategy, through inter alia:
  - a. Provide continuous monitoring of ESA products competitiveness;
  - b. Monitor imports, and recommend appropriate responses;
  - c. Ensure positive recognition of the Eswatini sugar brand in the market; and
  - d. Recommend appropriate strategies for ensuring increased sales generally and/or to a defined segment or product.
3. Assign, monitor and supervise the work of the Customer Support Agent, including:
  - a. Responding to customer enquiries;
  - b. Customer complaints resolution;
  - c. Ensuring all pertinent information is transmitted to customers, timely and accurately;
  - d. Review communication before it is sent out.
4. Support the Marketing Manager in the following:
  - a. Secretariat functions to relevant ESA committees;
  - b. Upkeep of relevant marketing statistics;
  - c. Developing strategy to increase and diversify the market or customer base;
  - d. Preparing periodic reports on sales performance and market dynamics;
  - e. Preparation and provision of necessary inputs for reports to relevant ESA committees, including management, MEC and Council;
  - f. General office administration as assigned; and
  - g. Coordinating the annual customer surveys, customer audits, visits and monitoring industry's compliance with necessary standards required for effective marketing of sugar.

**ADDITIONAL TASKS:**

1. Undertake any other duties in support of the commercial activities of ESA.

<b>REVIEWED BY:</b> COMMERCIAL DIRECTOR	<b>ACCEPTED BY:</b>
<b>SIGNATURE:</b>	<b>SIGNATURE:</b>
<b>DATE:</b>	<b>DATE:</b>