

POSITION DESCRIPTION

Mainland Holdings Ltd

AM25000130 - National Sales & Marketing Manager - Mainland Holdings Ltd

Join a team that's changing the game!

Mainland Holdings Limited, is a wholly Papua New Guinea owned company and a leading producer and distributor of fresh and frozen Tablebirds chicken, fresh eggs, stock feed and flour products under the 3 Roses brand in Papua New Guinea.

Applications are invited from dynamic qualified and experienced FMCG champions for this role based in Lae.

This is a senior management role position and appropriate terms and conditions of employment are offered.

NATIONAL SALES & MARKETING MANAGER

Reporting to the Chief Executive Officer (CEO), the prime role is implementing sales plans, achieving sales targets and managing a nationwide sales team. Additionally, this role is responsible for researching and coordinating marketing activities and opportunities.

Key Responsibilities:

- Achieve marketing and sales operational objectives by contributing marketing and sales information and recommendations to strategic plans and reviews; preparing and completing action plans; implementing production, productivity, quality and customer-service standards; resolving problems; completing audits; identifying trends; determining system improvements;
- Determines annual and gross-profit plans by forecasting and developing annual sales quotas for regions; projecting expected sales volume and profit for existing and new products; analyzing trends and results; establishing pricing strategies; recommending selling prices; monitoring costs, competition, supply, and demand
- Accomplishes marketing and sales human resource objectives by recruiting, training, assigning, scheduling, coaching, counseling, and disciplining employees; communicating job expectations; planning, monitoring, appraising, and reviewing job contributions; planning and reviewing compensation actions; enforcing policies and procedures
- Meets marketing and sales financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions
- Accomplishes marketing and sales objectives by planning, developing, implementing, and evaluating advertising, merchandising, and trade promotion programs; developing field sales action plans
- Identifies marketing opportunities by identifying consumer requirements; defining market, competitor's share, and competitor's strengths and weaknesses; forecasting projected business; establishing targeted market share
- Improves product marketability and profitability by researching, identifying, and capitalizing on market opportunities; improving product packaging; coordinating new product development
- Sustains rapport with key accounts by making periodic visits; exploring specific needs; anticipating new opportunities
- Provides information by collecting, analyzing, and summarizing data and trends
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.

Qualifications & Experience:

- Do you have Post Graduate qualification? If yes, provide details
- Do you have a Bachelor's degree in Commerce, Marketing, Business Management or related fields? If yes, provide details

- Do you have a minimum 5 years' experience in a similar role in marketing or business development? Please provide details
- Do you have atleast 10 years work experience in sales or marketing position experience within food FMCG category? Please provide details
- Do you have experience in the food or poultry industries?
- Do you have above average linguistic and quantitative skills, analytical skills and planning and organizing skills?
- Are you an excellent communicator with proven negotiating skills?
- Are you able to work under pressure and meet deadlines?

This position is open to PNG citizens only.

APPLY NOW

Please visit our website: <https://vanguard.com.pg/vacancies/>

Complete the online application form and attach the following - updated CV, copies of qualifications and contact details of three (3) referees.

For more information or to request a full Position Description email jobs@vanguard.com.pg alternatively, call (+675) 7500 7500.

Applications close 5pm Thursday, 25th April 2025

Only shortlisted applicants will be contacted

To apply for this position:

- Download and complete the Application Form from <https://vanguard.com.pg>.
- Email the application to jobs@vanguard.com.pg together with a copy of your CV in MS Word format.