

POSITION DESCRIPTION

National Broadcasting Corporation

AM25000151 - Executive Director - Sales & Marketing

The **National Broadcasting Corporation (NBC)** known as the “Voice of PNG” is Papua New Guinea's state-owned media organization and national broadcaster. NBC provides essential services by delivering programs that enrich, inform, entertain, reflect national identity and give voice to the people, since 1973.

This is an opportunity to join the NBC and make a difference, leading the marketing team. This position is based in Port Moresby.

EXECUTIVE DIRECTOR – SALES & MARKETING (GR.18)

Reporting to the Managing Director, the incumbent will oversee sales and marketing activities developing and implementing strategies to ensure a high performing team to increase revenue through smart and innovative selling of NBC products & services. And contribute to achieving organizational goals and objectives.

Key Responsibilities:

- Provide tailored solutions for customers and broaden the company's client base
- Develop and execute strategies to drive business in new and existing markets
- Perform cost-benefit analysis
- Establish and maintain business and customer relationships
- Mentor team members to upskill them and enable them to achieve individual and team objectives
- Plan and oversee advertising and promotion activities, including print, online, electronic media and direct mail
- Review and analyze sales performances against programs and plans to determine effectiveness
- Establish and maintain a consistent corporate image throughout all product lines, promotional materials and events
- Monitor competitor products, sales and marketing activities
- Direct product research, development and sales forecasting activities and set performance goals
- Prepare periodic sales report showing sales volume, potential sales and areas of proposed client base expansion
- Meet with key clients, and assist sales representatives with maintaining relationships and negotiating and closing deals
- Guide preparation of marketing activity reports and present to executive management.

Required Qualifications & Experience:

- Do you have a Post graduate qualification? If yes, provide details
- Do you have a Bachelor's degree or higher qualifications in Sales, Marketing, Business Management, or a related field? If yes, provide details
- Do you have a Minimum of 5 years' experience in sales and marketing at the executive management level, ideally in the media industry? Please provide details
- Share your experience in harness of financial data to inform decisions
- Share your experience in anticipating and solving practical problems or resolving issues
- Do you have experience in using Microsoft Office, Sales force and social media management? Provide details

This position is open to PNG citizens only.

APPLY NOW

Please visit our website: <https://vanguard.com.pg/vacancies/> , download and complete the online application form then submit together with your updated CV, certified copies of qualifications, including contact details of three (3) referees, by email to executiverecruitment@vanguard.com.pg

For more information, call (+675) 7500 7500.

Applications close 4:06pm, Friday, 30th May 2025

Only shortlisted applicants will be contacted

Authorized by:

KORA NOU
Acting Managing Director

To apply for this position:

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