

POSITION DESCRIPTION

National Broadcasting Corporation

AM250009 - 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 sales and marketing team. The role is based in Port Moresby.

EXECUTIVE DIRECTOR – SALES & MARKETING

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:

- Bachelor’s degree or higher qualifications in Sales, Marketing, Business Management, or a related field
- Valid PNG Driver’s License
- Minimum of 5 years’ experience in sales and marketing at the executive management level, ideally in the media industry
- Highly motivated and target driven
- Strong organizational, time management, negotiation and client relationship skills
- Excellent written and verbal communication skills
- Ability to harness financial data to inform decisions
- Demonstrated ability to anticipate and solve practical problems or resolve issues
- Proficiency in Microsoft Office, Sales force and social media management.

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: written application, updated CV, copies of qualifications and details of three (3) reliable referees / references.

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

Applications close 4:06pm, Friday, 7th February 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/vacancies/> .
- Email the application to jobs@vanguard.com.pg together with a copy of your CV in MS Word format.