

**MISSIONS OF HOPE INTERNATIONAL
JOB DESCRIPTION**

Position: Sales & Marketing Officer
Reports to: Manager, Sustainability Projects
Department: Sustainability Projects
Supervises: None

Overall Job Purpose

The Sales and Marketing Officer is responsible for promoting and selling products of the organization. He/she will play a key role in creating and implementing effective sales and marketing strategies to achieve revenue targets and business objectives. Should be a dynamic individual with strong communication, negotiation, and interpersonal skills.

Duties and Responsibilities:

1. Sales Responsibilities:

- Identify and generate new business opportunities through various channels, including cold calling, networking, and digital platforms.
- Develop and implement effective sales strategies to achieve sales targets and expand the customer base to achieve revenue targets.
- Build and maintain strong relationships with existing and potential clients, ensuring high levels of customer satisfaction by understanding their needs and providing appropriate solutions.
- Prepare and deliver compelling sales presentations and proposals to clients.
- Negotiate terms and conditions of sales agreements to close deals successfully.
- Monitor and report on sales performance metrics, providing insights and recommendations for improvement and optimize marketing efforts.

2. Marketing Responsibilities:

- Plan, develop, and execute marketing campaigns across various channels (digital, social media, print, etc.) to increase products/brand awareness and engagement.
- Conduct market research to identify and understand trends, customer needs & behavior, competitor activities and industry developments to inform marketing strategies.
- Oversee the creation of marketing materials, including brochures, website content, social media posts, and email newsletters.
- Ensure consistency in brand messaging and uphold brand standards in all marketing efforts.
- Organize and manage promotional events, trade shows, and product launches.
- Optimize online presence through SEO, PPC, social media marketing, and other digital marketing techniques.
- Collaborate with the creative team to create compelling marketing materials, including brochures, advertisements, and online content.
- Organize and participate in promotional events, trade shows, and exhibitions to showcase our products and build brand presence.

- Track and report on sales and marketing activities, including sales pipeline, conversion rates, and Returns on Investment (ROI)
- Stay updated on industry trends, market conditions, and best practices in sales and marketing.

3. Administrative Duties:

- Manage the marketing budget and track expenditures to ensure cost-effectiveness.
- Work closely with the product development, customer service, and other relevant teams to align sales and marketing efforts.
- Provide regular reports and updates to management on sales activities, marketing plans, including key metrics and achievements

Academic and Professional Qualifications & Experience:

- Bachelor's degree in Marketing, Business Administration, or a related field.
- Minimum of 3yrs experience in sales and marketing roles, preferably in the garment or fashion industry.

Competencies/Abilities/Skills/Attributes Required

- A high level of motivation, integrity, confidentiality, commitment to Christian values, keenness to details, and professionalism.
- Strong communication, negotiation, and interpersonal skills.
- Creative thinker with a strategic mindset and the ability to develop innovative marketing campaigns.
- Proficiency in digital marketing tools and platforms, including social media, email marketing, and analytics.
- Ability to work independently and as part of a team, with a results-driven attitude.
- Willingness to travel as needed for client meetings, events, and industry conferences.