

WE'RE HIRING!



Sales and Marketing Manager



The Sales and Marketing Manager is responsible for developing, implementing, and executing strategic sales and marketing plans for the entire organization (or lines of business and brands within an organization) to attract potential customers and retain existing ones. This role involves both the management of the sales team and the creation and oversight of marketing strategies.

Qualifications

- Bachelor's degree in Marketing, Business Administration, or a related field (Master's preferred).
- Proven experience as a Sales and Marketing Manager or in a similar role preferably in an IT Company and handled government clients
- Strong understanding of sales and marketing principles and practices.
- Excellent leadership, communication, and interpersonal skills.
- Proficiency in marketing and sales software (e.g., CRM tools, Google Analytics, etc.).
- Analytical mindset with the ability to interpret and present data.
- Creative thinking and problem-solving skills.
- Ability to work under pressure and meet deadlines.

Work Environment

- Office-based role with occasional travel for client meetings, industry events, and conferences.

Responsibilities

- **Strategic Planning and Execution:** Develop and implement sales and marketing strategies aligned with company objectives.
- **Market Insights:** Conduct research to identify trends, customer needs, and competitive landscape.
- **Sales Management:** Manage the sales team, set targets, track performance, and cultivate strong customer relationships.
- **Marketing Management:** Develop and manage marketing campaigns, including digital, content, and social media strategies.
- **Collaboration & Communication:** Collaborate with other departments and effectively communicate with internal and external stakeholders.
- **Customer Focus:** Prioritize customer satisfaction and leverage feedback to enhance products, services, and marketing.
- **Brand Management:** Oversee brand development, ensure consistent messaging, and maintain brand guidelines across all marketing materials.

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