

	<h1>Marketing and Research Manager</h1> <h2>Job Description</h2>		<p>Document Number:</p> <p>JD-SS-13.01</p>
	<p>Department:</p> <p>Marketing</p>	<p>Effective Date:</p> <p>January 22, 2021</p>	<p>Revision No</p> <p>1</p>

I Reason for Existence

Marketing and Research Manager is responsible for developing and institutionalizing brand assets and enforcing established standards. He/she is also responsible in developing and implementing long and short-term marketing strategies of the company.

II Duties and Responsibilities

1. Achieve marketing operational objectives by contributing marketing materials and sales research outputs 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; implementing change.
2. Meet marketing financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures;; initiating corrective actions.
3. Accomplish marketing objectives by planning, developing, implementing, and evaluating advertising, merchandising, and trade promotion programs; developing field sales action plans.
4. Lead a research team primarily to aide sales and customer service representatives in tapping potential industries and clients. Research outputs shall aide the whole company in direction setting, prioritizing and change management.
5. Identify marketing opportunities by identifying consumer requirements through but not limited to industry analysis and research.

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6. Improve product marketability and profitability by researching, identifying, and capitalizing on market opportunities; improving product packaging; coordinating new product development.
7. Sustain rapport with key accounts by making periodic visits; exploring specific needs; anticipating new opportunities.
8. Provide information by collecting, analyzing, and summarizing data and trends.
9. Protect organization's value by keeping information confidential.
10. Update job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations and mounting learning sessions.
11. Accomplish marketing and organization mission by completing related results as needed.
12. Review and approve all marketing and research outputs and seek higher approval if needed
13. Perform any other function as assigned by his/her immediate leader.

III Minimum Qualifications

1. Bachelor's degree in Marketing and Sales Management or any business related course
2. Has experience in leading a team or has been in a supervisory role at least
3. Excellent communicator
4. Proficient in Microsoft Office
5. Good project management skills

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6. Sound understanding of the principles of marketing
7. Ability to work within a budget
8. Good business awareness
9. Team player – works to ensure team goals are met or exceeded.
10. Strong organisation skills
11. Energetic and goal driven
12. Be able to operate under pressure and meet deadlines
13. Creative and innovative.
14. Good attention to detail
15. Strong interpersonal skills – “love people”
16. Self-driven and interdependent
17. Strong and friendly personality
18. Willingness to travel
19. Maintain a self-development program
20. Presentable

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