

Vacancy announcement

New Vacancy – Sales & Marketing Manager

Title	Sales & Marketing Manager
Reports to	Head of Berbera Economic Zone
Business Unit	DP World Berbera Economic Zone
Location	Berbera City, Somaliland
Closing date	8th of October, 2021
JOB PURPOSE	The individual assigned to this position will be responsible to manage Berbera Economic Zone sales & marketing department. The person will ensure that the Berbera Economic Zone is aggressively promoted in its target markets so that it can achieve its commercial and financial objectives
Qualifications & Competencies	<p>Qualifications</p> <ul style="list-style-type: none"> Recognised degree in Business Administration, Finance, Economics, or any other relevant field from an accredited university. Master's degree in business administration, Finance, Economics, Project Management or any other relevant field will be a distinct advantage. <p>Experience</p> <ul style="list-style-type: none"> Minimum 3 years' working experience Experience in either the shipping, logistics, port or investment promotion and trade development required <p>Skills</p> <ul style="list-style-type: none"> Excellent sales and negotiation techniques Excellent communication, customer service and interpersonal skills Excellent analytical and organizational skills Strong Reporting writing. The ability to work under pressure. Advanced knowledge in English, verbally and written is a must
Key responsibilities	<p>Sales</p> <ul style="list-style-type: none"> Establish the sales plan taking into consideration the target markets, market segments and ensure that the necessary sales effort is deployed to develop enquiries, customers, investment attraction and cargo for the port Make the necessary sales effort to generate enquiries through identification of potential customers, one to one meetings, direct mailings, participation in road shows and events, cross selling with other DP World projects regionally and globally Ensure that enquiries are being efficiently converted into customers to meet the commercial and financial objectives Support the Berbera Economic Zone Head in developing the pricing strategy for the zone products and services Analyse budgets, prepare annual budget plans, schedule expenditures, and ensure that the sales team meets their quotas and goals Gather, investigate, and summarize market data and trends to draft reports <p>Business Development</p> <ul style="list-style-type: none"> Identify new products and services and support the Berbera Economic Zone head for their development and execution (e.g. business center) <p>Marketing and Communications</p> <ul style="list-style-type: none"> Prepare the annual marketing and communications plan for the zone while ensuring that the zone has regular visibility and coverage at reasonable intervals in different media channels Ensure that all the relevant promotional tools and techniques are deployed to adequately promote the zone including websites, social media, brochures etc Prepare the participation of the zone at relevant events, exhibitions and conferences

Please send your updated resume along with supporting certificates & documents by email to:
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