

JOB DESCRIPTION

Sales and Marketing Manager

Position title	Sales and Marketing Manager
Location	Dili, Timor-Leste
Reports to	LAFAEK Social Enterprise Director
Grade	7
Position type	Fixed – Term , Full - Time
Start date/timeframe	1 September 2024

1. Background

1.1 About CARE

CARE is an international development and humanitarian organisation that has been working in Timor-Leste since 1994. With programmes that extend across all parts of the country, CARE works with partners to save lives, defeat poverty, and achieve social justice.

CARE works with remote, rural communities and civil society partners to combat gender inequality, as this has been shown to be one of the most effective ways to create sustainable development outcomes.

Ensuring well-being and a voice for women and girls in rural, disadvantaged areas is at the heart of CARE's work. This is achieved in four priority areas of Education, Women's Economic Empowerment, Health, and promoting Women's Voice in society through development and humanitarian programmes.

1.2 About the programme

CARE in Timor - Leste's Lafaek magazines have promoted literacy, learning, and broader social impact across Timor-Leste since 2001. Lafaek has become a household name in Timor-Leste with a brand that is highly valued and trusted nationwide.

The Lafaek Learning Media project currently produces four types of magazines with engaging and relevant content and distributes them three times a year to 13 municipalities across the country. Since 2018, CITL has additionally launched the Lafaek Learning Media (LLM) Platform, a Facebook page that now has over 160,000 followers, mostly young Timorese, and a website.

The New Zealand Department of Foreign Affairs extended the project in 2022 for a further five years.

Until now, the operations of Lafaek have been sustained through financial contributions from donors. However, given the prevailing patterns of diminishing development aid allocated to Timor-Leste, it seems improbable that this funding source would remain dependable. CARE aims to enhance Lafaek's long-term sustainability by facilitating its transition into a locally-registered foundation.

2. The role

The purpose of the Sales and Marketing Manager is to support the implementation of the Lafaek Business Plan, private sector engagement, and the transition of Lafaek into a local Foundation. The role will also provide specific technical advice to support the foundation in sales and marketing, business development, social enterprise practices, market analysis, and working with the private sector. The role will lead the development of critical private and public sector partnerships to support the sustainability of the Lafaek Foundation.

The Sales and Marketing Manager directly manages three staff members and is expected to pursue a clear and compelling vision and motivate high performance.

This position is based in Dili, and travel is possibly required to other sites.

Main Responsibilities

Strategy and Leadership (15%)

- Lead, mentor, develop, and empower the Lafaek Sales and Marketing team to support organizational objectives;
- Support the development and review of the Lafaek Sales and Marketing Strategy;
- Implement the Lafaek Sales and Marketing Strategy in alignment with Lafaek's organizational objectives and leverage the most effective tactics, including digital/social platforms, shows/events, and webinars, to deliver results;
- Develop accurate Costed Work Plans for the sales and marketing activities and maintain close expenditure oversight.

Business Development, Sales and Marketing (40%)

- Provide technical Leadership and support in business development and fund sourcing to support the sustainability of the Lafaek Foundation.
- Own the overall funnel from marketing to sales and create lead generation and funnel management process that delivers insights, increased efficiency, and greater productivity;
- Implement a CRM system and use best practices and enhancements that drive efficiency, insights, and robust pipeline management, resulting in increased close rates and faster sales velocity;
- Develop metrics and reporting on critical KPIs, including revenue, conversion rates, qualified lead count, web traffic...etc. that provides meaningful data-driven insights;

- Develop high-quality proposals for submission to donors/private sector partners;
- Conduct regular evaluations to review sales and marketing performance and pipelines and revise target sales as needed.
- Support the implementation of the priorities identified in the Lafaek Business Plan;
- Lead the implementation of the Lafaek Online interventions, including the Lafaek Facebook Page and website;
- Support the processes around new product development;

Relationship Management (15%)

- Build and own the account management system to ensure that the partner/account management lifecycle is effective, provide excellent client services, explore upsell opportunities, and retain clients;
- Work with Lafaek's Finance team to ensure all payment invoices are submitted to partners in a timely manner.

Capacity Improvement (15%)

- Design and provide effective and measurable enablement, training materials & programs for all relevant staff members.
- Ensure creation and dissemination of all training and capacity development materials, including guides, pitch decks, data sheets, FAQs, etc.
- Supervise and support the Sales and Marketing team.

Representation (10%)

- Develop and maintain effective relationships with relevant government ministries, local and international NGOs, private sector agencies, the UN, and other agencies at the national level;
- Manage relationships with key donors, government officials, the private sector, and other key partners;

Others (5%)

- Demonstrate a passion and commitment to CARE's approach and values, including gender equality, ethnic diversity, and cultural sensitivity, and inspire Leadership on these issues through the CARE in Timor-Leste team.
- To proactively manage the APPA process, including the annual appraisal, midyear review, and regular 1:1 meeting, ensuring that the APPA process (including the paperwork) is an integral component of Annual Work Plans and activities;
- Promote a safe and secure work environment; foster a culture of safety and security awareness and consistently follow all CARE safety and security policies, procedures, and directives;
- Demonstrate an understanding of gender equality and women's empowerment and a commitment to CARE's approach and values, including ethnic diversity and cultural sensitivity, and
- Uphold and promote CARE's commitment to Child Protection.

3. Selection criteria

- Minimum of a Bachelor's degree in business, marketing, commerce, or other related technical degree;
- Minimum four years of experience in sales and marketing in the Timor-Leste context;
- Experience in the design and development of market analysis and business planning;
- Familiarity with online social media platforms like Facebook and website management;
- Proven track record in managing a private sector partnership portfolio;
- Willingness to travel to the municipalities, including rural areas, for a period of time;
- Proven people management skills;
- Demonstrated high-level organizational, financial, and time management skills, including the ability to plan and manage workflows and balance competing priorities to ensure timely processing to meet deadlines in a complex environment;
- Demonstrated strong Leadership, decision-making, problem-solving, planning, analytical and influencing skills;
- Demonstrated experience in effectively leading, people management and motivating a team;
- Demonstrated characteristics in honesty, reliability, and trustworthiness with the ability to maintain confidentiality;
- Representational skills, including developing networks and relationships with key stakeholders;
- Excellent English and Tetum skills (verbal and written);
- Strong leadership and facilitation skills with an ability to work independently;
- Ability to comply with and uphold all relevant CARE in Timor-Leste policies and standard procedures and
- Fully conversant in Office applications, i.e. Word, Excel, PowerPoint, and databases.

Note

CARE prioritises the safety of the community members that we work with, particularly the most vulnerable members of society, including women and children. CARE in Timor-Leste will not tolerate sexual harassment, exploitation or abuse by staff or partners, and has embedded systems to prevent and address safeguarding risks across our operations.