

**Location:** Shanghai, China

**Objective:** The position of Sales and Marketing Director shall include responsibilities in developing key growth sales strategies, tactics, and action plans. Successful execution of these strategies is required to achieve company financial targets. Sales and Marketing Director duties will include hitting annual targets, building relationships, and understanding customer trends. He / She shall oversee the organization's marketing ventures. This primarily involves developing and implementing strategies to strengthen the company's market presence and help it find a "voice" that will make a difference. The ideal candidate will be an experienced professional with a passion for the job, able to employ unique sales and marketing techniques. He / She will be a skilled sales and marketing strategist and able to drive creativity and enthusiasm in others. The Sales and Marketing Director aims to have a precise knowledge of the market situation and to provide strategic and detailed information to the company's management. The goal is to increase the company's market share and maximize revenues to thrive against competitors.

**Department:** **Marketing and Sales**

**Reporting Line:** **Managing Director, CEO**

**Responsibilities:**

- Follow and enhance the company's strategy including its Vision and Mission
- Own and hit/exceed annual company sales targets within assigned territories and divisions
- Develop and execute strategic plan to achieve sales targets and expand our customer base
- Design and implement comprehensive marketing strategies to create awareness of the company's business activities
- Build and maintain strong, long-lasting customer relationships
- Partner with customers to understand their business needs and objectives
- Effectively communicate the value proposition through proposals and presentations
- Understand category-specific landscapes and trends
- Produce ideas for promotional events or activities and organize them efficiently
- Plan and execute campaigns for corporate promotion, launching of new product lines etc.
- Monitor progress and submit performance reports
- Responsible for producing valuable content for the company's online presence, editorial design and organizing the company's publications
- Conduct general market research to keep abreast of trends and competitor's marketing movements

**Job Description: Sales and Marketing Director**

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- Become the organization's agent towards external parties such as media, stakeholders and potential clients and build strategic partnerships
- Reporting on forces that shift tactical budgets and strategic direction of accounts
- Control budgets and allocate resources amongst projects
- Supervise the department and provide guidance and feedback to other sales and marketing professionals
- General administration tasks assigned by superior

**Requirements:**

- Bachelor's Degree in business administration, marketing and communications or relevant field
- Professional chartered marketer (CIM) is a plus
- At least 5-years solid working experience in marketing, sales, or relevant industry
- Previous experience as a sales executive, sales manager or sales and marketing director
- Demonstrable experience as head of sales, developing client-focused, differentiated, and achievable solutions
- Proven sales track record, meeting, or exceeding targets
- Ability to communicate, present and influence all levels of the organization, including executive and C-level
- Proven ability to drive the sales process from plan to close
- Proven ability to articulate the distinct aspects of products and services
- Proven ability to position products against competitors
- Up to speed with current and online marketing techniques and best practices
- Thorough knowledge of web analytics (e.g., Google Analytics, WebTrends, etc.) and Google AdWords
- Customer-oriented approach with aptitude
- Excellent listening, negotiation, and presentation skills
- Excellent leadership and organizing skills
- Analytical and creative thinking
- Exquisite communication and interpersonal skills
- Foreign national or Chinese national with at least 2 years' experience working in Europe or North America
- Excellent verbal and written communication skills in English
- Advanced spoken and written Mandarin preferred
- Other Asian or European languages are a plus

**Salary Package:**

- Annual package of minimum US\$ 120k
- Competitive Basic Salary
- Exciting unlimited bonus and commission schemes
- Comprehensive company medical insurance
- Flexible working time