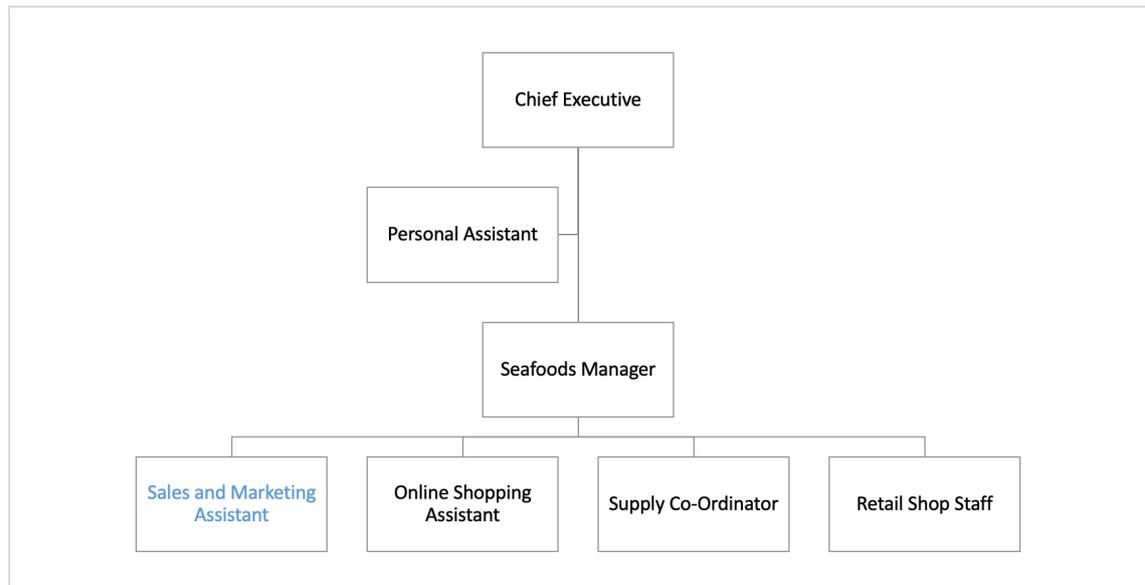

JOB TITLE Sales and Marketing Assistant
DATE Sunday, 14 March 2021
REPORTS TO Seafood Manager

POSITION DESCRIPTION



Position purpose Support the **Seafood Manager** in respect of all Sales and Marketing activities across the Te Arawa Fisheries Group

Main tasks Core objectives include:

- Develop brand (s) and raise brand awareness.
- Compiling and distributing financial and statistical information such as budget spreadsheets; and
- Develop Sales and Marketing plans that drive customer growth, improve a brand's positioning, and generate revenue across the group.

The above list is not exhaustive, and the role may change to meet the overall objectives of the business.

Other Duties Additional duties include:

- Analysing questionnaires
- Writing reports, company brochures and similar documents
- Organising and hosting presentations and customer visits
- Assisting with promotional activities
- Visiting customers/external agencies
- Helping to organise market research.

Fulfil other duties as required by management or other department personnel as requested

Required qualities

- Professional approach
- Ability to work under pressure
- Organisational and time management skills

- Excellent attention to detail
 - A team player
- Desired competencies**
- Analytical thinking
 - Initiative
 - Business awareness
 - Tenacity
 - Strategic thinking
 - Positive approach to change
 - International business and outlook

PERSON SPECIFICATION

- Qualifications**
- Formal qualification in Commerce, Sales and Marketing
 - Driver's license
- Experience**
- Experience working in related commercial roles
 - Experience producing output for Commercial clients
 - Basic to advanced knowledge using all Microsoft software
- Knowledge**
- Practical knowledge and experience working with Maori business clients
 - Knowledge and experience of Maori culture, tikanga and Te Reo
- Skills & competencies**
- **Customer service focused:** committed to providing exceptional customer service across all channels – written, phone and face to face
 - **Communication:** the ability to communicate clearly and concisely, varying communication style depending upon the audience
 - **Attention to detail:** excellent attention to detail and written skills when communicating with others, both internally and externally
 - **Commerciality:** ability to apply knowledge in a practical, commercial manner
 - **Teamwork:** willingness to assist and support others as required and get on with team members
 - **Time management/organisation:** accomplish objectives effectively within time frame given and carry out administrative duties in an efficient and timely manner
- Personal attributes**
- Professional approach (essential)
 - Confident manner (essential)
 - Positive approach to change (essential)
- Other**
- Advanced working knowledge of Microsoft Word, Excel and PowerPoint, Email essential
 - Knowledge and experience working in Apple mac, cloud-based systems and across social media platforms essential
 - Clean driver's licence essential

This job description serves to illustrate the scope and responsibilities of the role and is not intended to be an exhaustive list of duties. You will be expected to perform other job-related tasks requested by management and as necessitated by the development of this role and the development of the business.

ACKNOWLEDGEMENT

I certify that I have read, understood and accept the duties, responsibilities and obligations of my position.

SIGNED BY YOU

.....
Employee

.....
Date

SIGNED BY MANAGEMENT

.....
Manager

.....
Date