



Job Description Sales and Marketing Director

Title: Sales and Marketing Director
Department: Marketing and Brand
Manager: Marketing Director
Location: Head Office – Cape Town

Background of the Business

Twisp is South Africa's first and favourite personal vapouriser, since 2008. The quality of our devices, enthusiasm of the Twisp community, as well as the highest level of customer care have helped Twisp establish and maintain its reputation as the most trusted name in the industry.

Main purpose of the role:

Responsible for planning, development and implementation of all of the Organization's marketing strategies, marketing communications, and public relations activities, both external and internal. Oversees development and implementation of support materials and services for marketing, communications and public relations. Directs the efforts of the marketing, trade, retail, customer support and public relations staff and coordinates at the strategic and tactical levels with the other functions of the Organization.

Responsibilities:

- Assume overall responsibility for developing the annual marketing plan for the organisation; for strategic market planning; market research programmes; field force activities, and control of the marketing budget
- Provide the planning and leadership to the Marketing Department by ensuring that the appropriate structures, systems, competencies and values are developed in order to meet and exceed the goals of the Marketing plan.
- Responsible for the achievement of marketing/communications/public relations mission, goals and financial objectives. Ensure that evaluation systems are in place related to these goals and objectives and report progress to the Executive Directors and Board.
- Recommend short- and long-term Organization goals and objectives to the Executive Directors and Board.
- Contributes to marketing effectiveness by identifying short-term and long-range issues that must be addressed; providing information and commentary pertinent to deliberations; recommending options and courses of action; implementing directives.
- Obtains market share by developing marketing plans and programs for each product; directing promotional support.
- Overseeing implementation of the Marketing strategy - including campaigns, events, digital marketing, and PR.
- Assist the brand manager in the development and implementation of the Brand strategy.
- Working closely with the company's Sales team; enabling them to meet their commercial objectives by providing them with appropriate tools, materials and presentations
- Influences present and future products by determining and evaluating current and future market trends in collaboration with the product department
- Prepare new product marketing plans for product introductions in cooperation with senior management colleagues in Supply Chain, Finance, Trade and Retail departments.
- Work closely with product management team to define marketing materials and programs
- Develop, coordinate and oversee programs, technical assistance and resource materials to assist relevant departments (Product, Trade and Retail) in the marketing, communications and positioning of their activities
- Establish a system of reports and communications for all information from the marketing team to the sales team (Trade and Retail) and for feedback and request from the sales team to the marketing team.
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- Ensure that the systems are in place whereby all Sales and Marketing staff including representatives are familiar with the provisions of the Code of Conduct of EASA and Twisp
- Manage social media presence and direct programs to improve social media reputation and recognition.
- Maintains relations with customers by organizing and developing specific customer- relations programs; determining company presence at conventions, annual meetings, trade shows in collaboration with Retail and Trade department.
- Maintains research database by identifying and assembling marketing information.
- Undertake continuous analysis of competitive environment and consumer trends
- Ensure articulation of Organization's desired image and position, assure consistent communication of image and position throughout the Organization, and assure communication of image and position to all stakeholders, both internal and external.
- Achieves financial objectives by preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
- Provides short- and long-term market forecasts and reports by directing market research collection, analysis, and interpretation of market data.
- Responsible for editorial direction, design, production and distribution of all Organization marketing efforts
- Coordinate media interest in the Organization and ensure regular contact with target media and appropriate response to media requests.
- Act as the Organization's representative with the media.

Skills and Competencies:

- Client Relationships,
- Coaching,
- Managing Processes,
- Self-Motivated,
- Marketing Plan,
- Subordinate Involvement,
- Customer Focus,
- Marketing Research,
- Statistical Analysis,
- Developing Budgets,
- Financial Planning and Strategy

Education and Experience Requirements:

- Bachelors or Master's degree in Marketing
- Proven track record of success in senior marketing roles in large businesses
- Confident, driven and dynamic leader.
- Entrepreneurial mind-set with the ability to spot original branding opportunities