

National Headquarters

7A Fitzblackman Drive, Wrightson Road Extension, Port of Spain

Tel: (868) 627-8215 Fax: (868) 627-8813 Email: info@ttrcs.org

JOB DESCRIPTION

Job Title	SALES AND MARKETING OFFICER
Department	SUPPORT UNIT
Immediate Supervisor's Title	The President
Position Status	COMMISSION BASED

JOB SUMMARY

The Marketing Representative will be required to assist Trinidad & Tobago Red Cross Society with marketing, advertising and promoting of the organisation's products and services.

DUTIES APPLICABLE TO ALL

- ❖ Work towards the achievement of the Trinidad & Tobago Red Cross goals in operational areas through effective managerial and lateral relations and teamwork.
- ❖ Ensure understanding of roles, responsibilities, lateral relationships, and accountabilities.
- ❖ Perform other work-related duties and responsibilities as may be assigned by the Director General.
- ❖ Share and act in accordance with the Red Cross Red Crescent fundamental principles and humanitarian values.

DUTIES & RESPONSIBILITIES

- Promote and share the organisation's vision and goals
- Develop strong knowledge of TTRCS products and services
- Plan and implement effective marketing strategies with the goal of increasing product and services awareness
- Conduct market research to identify opportunities for growth
- Communicate directly with potential clients about TTRCS products and services
- Responsible for performing follow up with prospective clients
- Organise and attend events to raise brand awareness
- Maintain regular contact and communication with clients
- Maintain a database of calls and clients
- Understand the history, goals, objectives, values and financial needs of Trinidad & Tobago Red Cross Society.

Member of the Federation of Red Cross and Red Crescent

Incorporated by Act 15 of 1963



- Demonstrates exceptional time management skills and achieves sales deadline.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

The requirements for this position are as follows:

- Strong knowledge of sales and marketing techniques
- Analytical skills
- Excellent relationship building skills; ability to build and strengthen internal and external networks
- Understanding of corporate Trinidad
- Strategic, Collaborative, Solution oriented
- Self-supporting in computer (MS Office, Internet, email)
- Strong presentation skills
- Strong written and oral communication skills
- Knowledge of modern marketing techniques
- Excellent interpersonal, and customer service skills

QUALIFICATIONS AND EXPERIENCE

- Bachelor's degree in marketing, business or related field
- Marketing and sales experience
- Understanding of commercial trends and marketing strategies
- Knowledge of data analysis and report writing
- Minimum 1 year customer service experience

COMPETENCIES AND VALUES

- Knowledge of the Red Cross Movement
- Excellent interpersonal skills
- Integrity & personal conduct
- Sensitivity to diversity and cultural differences
- Proactive and solution-focused
- Collaboration and Teamwork
- Customer Relations

COMPENSATION

- This position is commission-based.