

Position Description

Vacancy Title: **Marketing Executive**

Location:

Reports To: **None**

Objective

The Marketing Executive for Fiji and Tonga is responsible for coordinating and supporting marketing initiatives, providing marketing effectiveness analysis, managing digital platforms, and executing marketing activities in line with the company's overall marketing strategy. This position reports to the Manager – Marketing & Communications.

Outcomes

Organisational Stakeholders

1. Marketing Support & Analysis

- Marketing initiatives for both Fiji and Tonga are effectively coordinated and supported.
- Marketing effectiveness analyses are conducted, with data and trends collected, analysed, and summarized into informative reports and presentations.
- Customer surveys are conducted to gather feedback on the TotalEnergies brand, products, and services.

2. Content Creation and Digital Platform Management

- Advertisements, promotions, and campaigns are designed with vendors and suppliers.
- Content is coordinated and published on digital platforms, including the company website, WAT (presumably Web Access Tool), social media, Uberall, and Google My Business (GMB).
- Creative content is developed for the company's digital platforms.

3. Brand Management and Merchandise.

- Merchandise and branding items are effectively managed, with a focus on cost-effectiveness and maximising return on investment.
- Vendors are selected strategically, and pricing is negotiated to optimise budget utilisation.
- The effectiveness of merchandise in supporting marketing objectives is regularly evaluated.

4. Marketing Activities and events

- Promotions at service stations are implemented and animated.
- Customer engagement is managed and increased.
- Support is provided for organizing activities such as customer events and merchandising.
- Assistance is provided in managing sponsorships and SDSCR activities.

5. Efficient Administrative Support.

- Daily administrative tasks are efficiently managed to ensure the smooth operation of the marketing department.

6. Teamwork and cooperation

- Effective collaboration is maintained with relevant departments to ensure alignment of marketing initiatives with overall business objectives.
 - This includes actively participating in joint projects and sharing marketing insights to support other teams.

7. TotalEnergies' image and value standards upheld.

- TotalEnergies' image and value standards are consistently demonstrated and promoted in all interactions and activities.
- A collaborative and supportive team environment, where TotalEnergies' values are upheld and promoted, is fostered.
- Guidance and support are provided to team members in embodying and communicating the organisation's values.

Responsibilities - Key Competencies

Competence	Description
Business	
Planning	Deliver results by developing, reviewing or following a work plan, action plan or operational plan.
Resource Management	Deliver results through the efficient and effective allocation and use of supplies , equipment and people.
Information Analysis	Make informed decisions by collecting and interpreting data and information
Documentation	Communicate using formal business writing.

Competence	Description
Communication	Exchange information through verbal communication
Customer	
Customer Commitment	Demonstrate a commitment to customer service - both internal and external customers.
Promotion	Promote the value of the products/services offered by the organisation.
Commercial Focus	Optimize the commercial viability of the organisation.
Relationship Building	Build beneficial relationships with suppliers and stakeholders.
Quality Focus	Deliver quality.
Organisational Values	Display the organisation's image and value standards.
Social and Cultural Awareness	Respond respectfully and effectively to people of different cultural and social backgrounds.

People

Innovation	Use original and creative thinking to make improvements and/or develop and initiate new approaches.
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Professional

Technical Strength	Demonstrate knowledge of a specialist discipline.
Research	Apply formal research methodologies.

Operational

Stock Control	Acquire and monitor stock to meet business needs
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Qualifications

Qualification	Discipline	Notes
Preferred		
Degree	Commerce, Marketing, Communications & Media	or related field

Work Knowledge and Experience

- 1 to 3 years' experience in marketing, with additional experience in data analytics and digital marketing.
- Experience in learning new software to accomplish projects.
- Proficient in MS Office suite.
- Excellent interpersonal skills.

Requirements

Other Required Requirements

No other required items found.

Interactions

Type	Interaction	Comments
Internal		
	Sales team	
	Commercial and B2B	
	Finance Team	
	Management Team	
External		
	Suppliers	
	Community	
	Media	

Attributes

Behavioural Styles

Energetic	Constantly active and driven to put in effort. Works hard to promote an enterprise.
Innovative	Devises new and creative ways to do things comes up with original ideas.

Detail oriented Attends to the small elements of a task/activity, ensuring completeness and accuracy.

Interpersonal Styles

Team Oriented Enjoys being with others as part of a group or team.

Thinking Styles

Flexible/Adaptable Readily accommodates changing circumstances, modifying own behaviour and/or views. Able to adjust easily to new conditions.

Well organised Controls tasks in a well thought out and critical manner.

How To Apply

Submit a cover letter and current CV, addressing the critical competencies of the role. All applications must be submitted via job portal link. Any emailed applications will NOT be accepted.

Contact for Enquiries

Contact Name: Leonarda Patterson

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Closing Date: 16 Feb 2025