

## Position Description

Vacancy Title: **Manager Marketing**

Location: **Lautoka**

### Objective

To lead TWIL's marketing function by developing and executing strategic initiatives that enhance brand visibility, secure new and existing markets, and position TWIL competitively in domestic and international sectors. The Marketing Manager will work closely with the Sales Manager to support achievement of sales targets through market intelligence, promotional campaigns, and stakeholder engagement. This role reports to the Executive Chairman.

### Outcomes

#### Organisational Stakeholders

##### 1. Strategic Marketing and Brand Development

- Develop and implement TWIL's annual marketing strategy aligned with corporate objectives and export priorities.
- Position TWIL as a trusted, sustainable and innovative brand across all product lines.
- Ensure consistent brand messaging across platforms, materials and stakeholder touchpoints.
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##### 2. Market Development and Sales Alignment

- Identify, secure and nurture domestic and international markets for TWIL's products.
- Collaborate with the Sales Manager to align marketing initiatives with sales targets and customer acquisition strategies.
- Provide market insights and promotional support to strengthen lead generation and conversion.
- Monitor market performance and recommend adjustments to improve competitiveness and revenue growth.

##### 3. Market Research and Intelligence

- Conduct market analysis to identify trends, customer needs, competitor positioning and emerging opportunities.
- Prepare quarterly market intelligence reports to inform executive decision-making and product development.
- Monitor global forestry and export dynamics relevant to TWIL's operations.

##### 4. Digital and Traditional Marketing Campaigns

- Lead the design and execution of advertising campaigns across print, radio, digital and social media.
- Maintain and update TWIL's website, social channels and digital assets.
- Track campaign performance and optimize based on analytics and feedback.

##### 5. Stakeholder and Community Engagement

- Coordinate marketing support for CSR initiatives, community outreach and cultural events.
- Collaborate with Fiji Pine Group subsidiaries, government agencies and export partners to amplify TWIL's impact.
- Develop marketing materials for stakeholder briefings, trade missions and board submissions.

##### 6. Budgeting and Reporting

- Prepare and manage the annual marketing budget, ensuring cost-effective execution.
- Report monthly on marketing KPIs, campaign ROI and strategic progress.
- Ensure compliance with Fijian advertising standards, export regulations and internal policies.

##### 7. Organisation's image and value standards demonstrated and promoted

- Collaborate with other teams in the organisation for the benefit of the organisation
- Monitor and encourage team members to uphold image and value standards
- Uphold and demonstrate the organisation's image and values

### Responsibilities - Key Competencies

#### Competence

#### Description

#### Business

Strategic Development Establish the strategic direction and steer the organisation towards its goals

| Competence           | Description                                                                                                |
|----------------------|------------------------------------------------------------------------------------------------------------|
| Business Performance | Manage the performance of the organisation.                                                                |
| 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. |
| Documentation        | Communicate using formal business writing.                                                                 |
| 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.              |
| Relationship Building | Build beneficial relationships with suppliers and stakeholders.                      |
| Organisational Values | Display the organisation's image and value standards.                                |

#### People

|                  |                                                                                           |
|------------------|-------------------------------------------------------------------------------------------|
| Leadership       | Utilise a leadership position to influence people and events and to increase performance. |
| Team Orientation | Work in a team towards a common aim.                                                      |
| Facilitation     | Assist the progress of work ensuring its timely and effective completion.                 |
| Negotiation      | Reach agreement through discussion and compromise.                                        |

#### Professional

|                       |                                           |
|-----------------------|-------------------------------------------|
| Financial Application | Apply financial principles and practices. |
|-----------------------|-------------------------------------------|

#### Operational

|               |                                                  |
|---------------|--------------------------------------------------|
| Stock Control | Acquire and monitor stock to meet business needs |
|---------------|--------------------------------------------------|

## Qualifications

| Qualification    | Discipline                         | Notes                                                                                                            |
|------------------|------------------------------------|------------------------------------------------------------------------------------------------------------------|
| <b>Desirable</b> |                                    |                                                                                                                  |
| Degree           | Business and Management, Marketing | or related field - with 5 years in a similar role                                                                |
| <b>Preferred</b> |                                    |                                                                                                                  |
| Diploma          | Business and Management, Marketing | Or a Diploma in Marketing, Business Management or related field with 7 - 10 years' experience in a similar role. |

## Work Knowledge and Experience

Minimum of 3-5 years' experience with in a similar role, or 7-10 years in lieu of a degree.

A successful track record both in terms of volume and value of sales.

Excellent communication, interpersonal, and customer service skills.

Knowledge of data analysis and report writing.

## Requirements

#### Language Proficiency

Excellent command of English

## Other Required Requirements

No other required items found.

## Interactions

| Type            | Interaction                   | Comments |
|-----------------|-------------------------------|----------|
| <b>Internal</b> |                               |          |
|                 | Senior Manager Operation TWIL |          |
|                 | Sawmill Manager               |          |
|                 | Processing Manager            |          |
|                 | Manager Finance               |          |
|                 | Manager Fleet                 |          |

| Type            | Interaction             | Comments |
|-----------------|-------------------------|----------|
|                 | Manager Human Resources |          |
| <b>External</b> |                         |          |
|                 | Customers               |          |
|                 | Marketing Agencies      |          |
|                 | Media Agencies          |          |

## Attributes

### Behavioural Styles

|             |                                                                                                                              |
|-------------|------------------------------------------------------------------------------------------------------------------------------|
| Accountable | Assumes full responsibility for own actions and identifies with the success or failure of own part of the overall work/goal. |
| 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.                                                     |

### Interpersonal Styles

|                             |                                                                                                                                  |
|-----------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| Extrovert                   | Outgoing and showing interest in events going on around them, particularly people, new experiences and changing situations.      |
| Self-sufficient and assured | Readily copes with situations without recourse/need of others, showing confidence and belief in oneself and one's own abilities. |
| Team Oriented               | Enjoys being with others as part of a group or team.                                                                             |

### Thinking Styles

|                  |                                                                                       |
|------------------|---------------------------------------------------------------------------------------|
| Holistic thinker | Considers issues/situations as a whole rather than analysing or dissecting the parts. |
| Imaginative      | Generates ideas and images, showing creativity.                                       |
| Numerate         | Shows abilities in quantitative thought and expression.                               |

## How To Apply

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## Contact for Enquiries

Contact Name: Manager Human Resources

Contact Email: recruitment@tropik.com.fj

Further Contact Information: --

**Closing Date: 14 Nov 2025**