

Position Description

Vacancy Title: **National Marketing Manager**

Location:

Reports To: **None**

Objective

Integrated marketing strategies were developed and executed to strengthen brand positioning, increase sales performance, and improve return on marketing investment across all franchises. Strategic alignment with group direction was maintained, and consistent brand execution across all channels was ensured. Reports To: General Manager – Sales and Marketing Direct Reports: Marketing Executives, Social Media Marketing Officer, Graphic Designers Location: Head Office

Outcomes

Organisational Stakeholders

1. Marketing and Brand Strategy

Marketing strategies and plans were developed, implemented, and continuously improved to align with organisational objectives and group direction.

- Short and long-term marketing strategies were developed and refined to support all franchises
- Annual marketing plans were prepared, implemented, and monitored for performance and alignment
- Brand positioning and identity standards were maintained across all platforms and channels
- Product campaigns and model launches were coordinated and delivered in line with business priorities
- Marketing reporting was prepared and submitted to support decision making and compliance

2. Customer and Market Focus

Customer insights and market intelligence were analysed and applied to improve campaign effectiveness and customer engagement.

- Marketing campaigns and promotions were planned, executed, and evaluated against defined outcomes
- Market research and customer insights were gathered and applied to inform strategies
- Retail presentation standards were developed and maintained across all branches
- Website and digital enquiries were managed and distributed for timely follow-up
- Marketing activities were aligned with operational priorities through management engagement

3. Financial Management and Accountability

Marketing expenditure was controlled, monitored, and aligned with approved budgets and expected returns.

- Marketing budgets were managed and tracked to ensure expenditure remained within approved limits
- Marketing calendar execution was controlled to ensure consistent delivery
- Campaign performance and return on investment were analysed and reported
- Procurement and control of promotional materials were managed to maintain cost efficiency
- Major events were planned, budgeted, and reviewed for financial and performance outcomes

4. Media and Stakeholder Management

External relationships and media engagement were managed to strengthen brand presence and mitigate risk.

- Media strategies across print, radio, television, and digital channels were developed and implemented
- Relationships with media partners, agencies, and suppliers were established and maintained
- The organisation was represented professionally in all external engagements
- Reputational and media risks were identified and escalated with appropriate recommendations

5. Leadership and Capability Development

The marketing function was led and developed to achieve high performance and continuous improvement.

- The marketing team was led, coached, and developed to strengthen capability and accountability
- Performance targets were set, monitored, and reviewed in line with organisational objectives
- Succession planning and career development pathways were established
- Recruitment activities were managed in line with approved structures and guidelines
- Team communication and engagement were maintained to support collaboration and performance

Responsibilities - Key Competencies

Competence

Description

Business

Business Performance Manage the performance of the organisation.

Competence	Description
Planning	Deliver results by developing, reviewing or following a work plan, action plan or operational plan.
Information Analysis	Make informed decisions by collecting and interpreting data and information

Customer

Customer Commitment	Demonstrate a commitment to customer service - both internal and external customers.
Commercial Focus	Optimize the commercial viability of the organisation.
Relationship Building	Build beneficial relationships with suppliers and stakeholders.
Quality Focus	Deliver quality.

People

Leadership	Utilise a leadership position to influence people and events and to increase performance.
Problem Solving	Develop practical solutions to a situation.
Negotiation	Reach agreement through discussion and compromise.
Learning	Develop the competencies of self and others to enhance performance.
Self-Management	Manage your priorities and objectives efficiently and effectively

Professional

Compliance	Comply with relevant laws and the policies and procedures of the organisation.
Financial Application	Apply financial principles and practices.

Qualifications

Qualification	Discipline	Notes
Preferred		
Degree	Business, Marketing	Tertiary qualification in Marketing, Business, Communications, or related field
Preferred		
Other	Other related discipline	Professional marketing certification was preferred

Work Knowledge and Experience

- 5 to 7 years of marketing experience were demonstrated
- Experience in leading and managing marketing teams was demonstrated
- Exposure to automotive, retail, FMCG, or multi-brand environments was demonstrated
- Strong capability in marketing strategy, execution, and brand management was demonstrated
- Budget management and ROI analysis skills were demonstrated
- Strong communication and stakeholder management skills were demonstrated
- Digital marketing, website management, and customer enquiry systems experience were demonstrated
- Analytical and problem-solving capability were demonstrated

Requirements

Other Required Requirements

- Additional Requirements
- Occasional travel to dealerships and subsidiaries was undertaken
 - Work outside standard hours was undertaken when required

Interactions

Type	Interaction	Comments
Internal		
	<ul style="list-style-type: none"> General Manager – Sales and Marketing Sales Teams and Branch Managers Executive Management 	
External		
	<ul style="list-style-type: none"> Media partners and agencies Suppliers and contractors TTSPH Group and regional subsidiaries 	

Attributes

Behavioural Styles

Achiever	Puts in effort to achieve a desired result or goal and is motivated by this end and the overall accomplishment.
Enthusiastic	Shows high levels of excitement and interest, and expresses positive feelings.

Resilient Cope positively with stress and catastrophe. Bounces back from setbacks, mistakes or misfortunes.

Interpersonal Styles

Objective Impartial and honest in dealings with others, eliminating own feelings and view to reach a balanced judgement.

Perceptive Shows keen insight and understanding of issues or situations.

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

Thinking Styles

Disciplined/Systematic Is controlled in conduct, shows an orderly pattern of behaviour, following a methodical and thorough approach.

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

Holistic thinker Considers issues/situations as a whole rather than analysing or dissecting the parts.

Numerate Shows abilities in quantitative thought and expression.

How To Apply

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Contact for Enquiries

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Further Contact Information: --

Closing Date: 26 Apr 2026