

## Position Description

Vacancy Title: **General Manager - Sales and Marketing**

Location:

Reports To: **None**

### Objective

The General Manager - Sales and Marketing provided strategic and operational leadership across national sales, marketing, product, rental and financial services portfolios to deliver profitable revenue growth, improved market share, disciplined pricing, effective inventory management, brand growth and stronger customer retention. Digital sales capability, sound governance, risk control and people leadership across the national business were strengthened, reports to Chief Executive Officer and Director.

### Outcomes

#### Organisational Stakeholders

#### 1. Safety, Governance and Risk Outcomes Achieved

- ANZEN First embedded across sales, marketing, rental, financial services, strategic accounts and product operations.
- Zero preventable ANZEN incidents achieved through visible leadership, scheduled walk-arounds, hazard closure and prompt investigation of near-misses.
- Full compliance maintained with delegations of authority, pricing rules, inventory controls, audit requirements, cybersecurity standards and OEM obligations.
- Sales and Marketing risk register maintained, quarterly risk reviews completed and clear control ownership assigned.
- Zero fraud incidents, zero unresolved high-risk audit findings and zero repeat audit issues achieved.
- Required governance, risk, audit and cybersecurity training completed within agreed timeframes.
- Accurate records, approvals, deal packs, meeting minutes and audit evidence maintained for management review.
- Material risks, incidents, near-misses, fraud concerns and control failures escalated under the Bad News First and Fast requirement.

#### 2. Commercial Growth and Performance Outcomes Delivered

- Annual sales, marketing, rental and commercial plans developed and delivered aligned with company strategy and Vision 2030.
- Approved revenue, gross profit, operating contribution and margin targets achieved across new vehicles, used vehicles, Yamaha, Massey Ferguson, AVIS, Payless Rentals, financial services and strategic accounts.
- Market share increased through disciplined market penetration, segment growth, competitive offers and focused account development.
- Unit sales, average selling price, gross profit margin and sales mix maintained within approved targets.
- Monthly forecasts, market conditions, competitor activity and sales pipelines reviewed and corrective actions completed for material variances.
- Growth secured from corporate accounts, government business, tourism partnerships, dealer channels and underserved market segments.
- Commercial recommendations presented to the Chief Executive Officer using current data, risk analysis and financial impact.

#### 3. Product, Pricing and Inventory Results Optimised

- Annual priorities and monthly performance plans established for each product line.
- Supply and demand rundowns, sales forecasts, stock allocation and replenishment coordinated across the national network.
- National inventory maintained within approved ageing, availability, mix and working capital targets.
- Accurate monthly pricing reviews, competitor price studies and cost and exchange-rate assessments completed and recommendations submitted within deadlines.
- Pricing, discount and price variation controls applied within approved authority levels.
- Targeted campaigns implemented for aged stock, new models and phase-out models.
- Used vehicle performance strengthened through import strategy, trade-in control, ex-lease disposal, pricing discipline and stock rotation.
- Toyota Nenkei planning, Yamaha action plans and product improvement priorities supported through accurate information and timely follow-through.

#### 4. Rental Business Performance Strengthened

- End-to-end commercial and operational leadership provided for AVIS and Payless Rentals.
- Annual rental budget, growth plan and performance targets developed and delivered.
- Approved revenue, profitability, fleet utilisation, occupancy, yield, turnaround time and cost-per-vehicle measures achieved.
- Fleet supply and demand balanced across locations and idle fleet and avoidable downtime reduced.
- Fleet lifecycle management strengthened across acquisition, allocation, maintenance, rotation and disposal.
- Pricing, digital booking and customer service improvements introduced suited to the Fiji market.
- Corporate, government and tourism business expanded through structured account plans and partnership agreements.
- Operating structure, processes, systems and accountabilities improved to support efficient growth.

#### 5. Marketing, Digital and Brand Results Strengthened

- Integrated marketing plans delivered across digital channels, traditional media, public relations, sponsorships, events and community engagement.
- Global and regional brand direction adapted to Fiji customer expectations, culture, language and market conditions.
- Consistent brand positioning maintained across Toyota, Yamaha, Massey Ferguson, AVIS, Payless Rentals and used vehicles.
- Annual marketing calendar, campaign budgets, agency performance and return on investment managed.
- Market research, customer insight, competitor analysis and channel results used to improve product offers and campaign decisions.
- Digital lead generation, online engagement and sales conversion strengthened through effective platforms and content.
- Brand reputation protected through accurate communication, approved representation and prompt response to emerging issues.
- Community and corporate social responsibility initiatives delivered aligned with business priorities and approved budgets.

#### 6. Customer Experience and Strategic Account Growth Delivered

- Customer experience standards set and delivered across sales, rentals, financial services, strategic accounts and dealer touchpoints.
- Customer satisfaction, retention, repeat business and referral performance improved through measured service improvements.
- Customer churn reduced through early issue identification, recovery plans and structured follow-up.
- Escalated customer matters resolved within agreed service levels and underlying process causes addressed.
- Key account management strengthened through account plans, service reviews, pipeline tracking and relationship ownership.
- Strategic accounts expanded across government, corporate fleets, institutions and priority segments.
- CRM data quality, lead ownership, customer follow-up, retention activity and loyalty reporting improved.
- Customer feedback, regional reports and market data used to improve commercial and service decisions.

#### 7. Dealer and National Network Results Strengthened

- National sales strategy and operating priorities aligned with the General Manager - Retail Network and Regional Managers.
- Dealer onboarding, product knowledge, customer service standards, performance monitoring and incentive arrangements strengthened.
- Scheduled dealership visits and Genchi Genbutsu reviews completed and agreed actions closed within deadlines.
- Dealer compliance maintained with brand, pricing, governance, safety and customer experience standards.
- Dealership support provided for stock allocation, campaigns, lead conversion, local market development and issue resolution.
- Structured monthly performance meetings conducted with accurate minutes, actions, owners and due dates.
- Effective relationships built with local dealers, resellers, suppliers and service partners to support national growth.

#### 8. Financial Services and Partnerships Expanded

- Finance and leasing products aligned with customer needs, risk requirements, sales strategy and approved commercial terms.
- Finance penetration and sales conversion improved through clear processes, employee knowledge and effective provider relationships.
- Relationships strengthened with finance companies, government agencies, major accounts, industry bodies and commercial partners.
- Favourable terms, service levels and supplier value negotiated with suppliers, logistics providers, customs agents and marketing partners.
- Consultation maintained with Finance, Risk and Audit before changes to credit, leasing or financial product arrangements.
- Company value protected through contract review, pricing discipline, risk assessment and performance monitoring.
- Company representation delivered in approved external forums, consultations and industry events.

#### 9. Digital Transformation and Data-Led Performance Embedded

- Use of CRM, ERP, digital sales platforms, booking systems and reporting tools expanded across the function.
- Lead capture, sales pipeline visibility, customer history, forecast accuracy and management reporting improved.
- Dashboards introduced for sales, margin, market share, campaign results, inventory, rental utilisation and customer measures.
- Accurate and timely weekly and monthly reports maintained for the Chief Executive Officer, TTSPH, TTC and other approved stakeholders.
- Customer and company data protected through access controls, cybersecurity compliance, employee training and prompt incident escalation.
- Telematics and vehicle tracking improvements supported across rental and fleet operations.
- Manual processes reviewed and avoidable delay, duplication and control weaknesses removed.
- Decisions and improvement priorities guided using evidence, financial impact and customer insight.

#### 10. People, Performance and Succession Capability Strengthened

- Accountable leadership group built with clear objectives, role boundaries, measures and decision rights.
- Annual objectives set for direct reports and regular performance, development and alignment reviews completed.
- Structured coaching, feedback and support provided to improve leadership, commercial judgement and delivery standards.
- Succession plans maintained for key roles and identified successors developed through planned exposure and development actions.
- Training needs analysis completed and product, customer service, digital, safety, governance and leadership development priorities delivered.
- Regular one-to-one discussions held with direct reports and documented follow-up actions completed.
- Recruitment, induction, retention and development supported for skilled Fiji-based employees.
- Accountability, ethical conduct, collaboration, continuous learning and calm decision-making under pressure promoted.

#### 11. Compliance, Sustainability and Business Resilience Strengthened

- Compliance maintained with Fiji automotive, rental, import, safety, environmental, consumer and licensing requirements.
- Regulatory change, customs settings, import rules and government incentives monitored and plans and controls updated.
- Hybrid, electric and lower-impact mobility options advanced suited to Fiji infrastructure and customer demand.
- Avoidable logistics, import and operating costs reduced through supplier management and process improvement.
- Crisis and business continuity plans maintained for cyclones, flooding, logistics disruption, health events and other material threats.
- Scheduled safety reviews, emergency preparedness activities and control testing completed across relevant operations.
- Responsible sourcing, efficient fleet use, sustainable logistics and environmentally sound operating practices promoted.
- Communication arrangements maintained for incidents affecting employees, operations, customers or brand reputation.

## 12. Decision Governance and Consultation Requirements Met

- Pricing, sales forecasts, reseller strategy and material commercial changes agreed with the Chief Executive Officer.
- Service process and warranty matters agreed with the General Manager - Fixed Operations and National Manager Service and Panel.
- People, structure, recruitment and development matters agreed with the General Manager - People and Culture.
- Parts ordering and inventory matters agreed with the National Manager Parts and Distribution.
- CRM, retention and loyalty matters agreed with the National Manager Customer Services.
- Finance and leasing products agreed with the Manager Financial Services, Finance, Risk and Audit.
- Decisions kept within approved delegations and mandatory consultation requirements complied with to avoid governance breaches.

## Responsibilities - Key Competencies

### Competence Description

#### Business

|                       |                                                                                                     |
|-----------------------|-----------------------------------------------------------------------------------------------------|
| Strategic Development | Establish the strategic direction and steer the organisation towards its goals                      |
| Business Performance  | Manage the performance of the organisation.                                                         |
| Risk Management       | Analyse and manage risk.                                                                            |
| 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                         |
| Communication         | Exchange information through verbal communication                                                   |

#### 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.                      |
| 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. |
| Facilitation    | Assist the progress of work ensuring its timely and effective completion.                 |
| Problem Solving | Develop practical solutions to a situation.                                               |

#### Professional

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

#### Operational

|                   |                                                             |
|-------------------|-------------------------------------------------------------|
| Health and Safety | Establish and maintain a safe and healthy work environment. |
| Stock Control     | Acquire and monitor stock to meet business needs            |

## Qualifications

### Qualification Discipline Notes

#### Preferred

|       |                                                                                                   |
|-------|---------------------------------------------------------------------------------------------------|
| Other | Bachelor degree in Commerce, Business Administration, Marketing, Finance or a related discipline. |
|-------|---------------------------------------------------------------------------------------------------|

#### Preferred

|       |                                                                                                                   |
|-------|-------------------------------------------------------------------------------------------------------------------|
| Other | Postgraduate qualification in Business Administration, Management, Marketing or a related discipline (desirable). |
|-------|-------------------------------------------------------------------------------------------------------------------|

## Work Knowledge and Experience

- Minimum five years of successful experience in a senior sales, marketing or commercial leadership role.
- Experience leading multi-function portfolios including sales, marketing, product management, rentals and/or financial services.
- Experience owning strategy, budgets, forecasts, profit, market share, pricing and customer outcomes.
- Experience leading senior employees, change programmes and complex stakeholder environments.
- Automotive, vehicle rental, fleet, distribution or related sector experience strongly preferred.
- Experience with governance, risk management, audit requirements, fraud prevention, cybersecurity and safety leadership.

Experience with dealer networks, OEM/distributor obligations, product planning and stock allocation.

Experience negotiating commercial agreements with suppliers, logistics providers, finance/leasing partners and strategic accounts.

## Requirements

### Regulatory Compliance Requirements

English proficiency appropriate for executive written, verbal and presentation communication.. Willingness and ability to travel regularly across Fiji.. Compliance with company safety, conduct, confidentiality, security and travel requirements.. Ability t

## Other Required Statements

No other required statements found.

## Interactions

| Type     | Interaction | Comments |
|----------|-------------|----------|
| Internal |             |          |
|          | Audit       |          |

## Attributes

### Behavioural Styles

|            |                                                                                                                                     |
|------------|-------------------------------------------------------------------------------------------------------------------------------------|
| Innovative | Devises new and creative ways to do things comes up with original ideas.                                                            |
| Integrity  | Adherence to moral and ethical principles; soundness of moral character; honesty.                                                   |
| Reliable   | Is able to be trusted to do what is expected or has been promised, puts in a great amount of effort believing in the value of work. |

### Interpersonal Styles

|               |                                                                 |
|---------------|-----------------------------------------------------------------|
| Forthright    | Speaks out frankly without hesitation, showing a direct manner. |
| Realistic     | Shows concern for facts and reality, rejecting the impractical. |
| Team Oriented | Enjoys being with others as part of a group or team.            |

### Thinking Styles

|                    |                                                                                                                                 |
|--------------------|---------------------------------------------------------------------------------------------------------------------------------|
| Analytic           | Able to separate things into their constituent elements in order to study or examine them, draw conclusions, or solve problems. |
| Challenger         | Queries, tests information/beliefs and provokes thought.                                                                        |
| 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

Interested applicants can apply via the QR code or link provided. Emailed applications will not be accepted.

## Contact for Enquiries

Contact Name: Grace Naleba

Contact Email: [grace@maxumise.com](mailto:grace@maxumise.com)

Further Contact Information: --

Closing Date: 07 Aug 2026