
Position Description

Vacancy Title: **Marketing Manager**

Location: **Papua New Guinea**

Reports To: **None**

Objective

The Marketing Manager is responsible for developing and executing marketing, brand and trade activation strategies that drive sales growth, market share, brand visibility and consumer engagement across the Company's FMCG portfolio in line with the CJ Patel Group and Brand Strategies and plans. This is a hands-on, market-facing role requiring the incumbent to be actively involved in trade and consumer activations, product launches, promotions, merchandising execution and regular market visits. The role works closely with Sales, Distribution, Merchandising, brand principals, customers and external partners to ensure marketing plans are effectively translated into strong in-market execution and measurable commercial results. The position reports to National Sales Manager, Pactrade PNG Limited and works closely with CJ Patel Group Marketing Manager.

Outcomes

Organisational Stakeholders

1. Brand & Marketing Management

- Annual marketing and brand plans aligned with business and Group Marketing objectives, sales targets and principal requirements developed and implemented.
 - Marketing strategies and campaigns developed to strengthen brand awareness, penetration, market share and consumer engagement.
 - Ensure principal-funded activities are executed according to agreed requirements and appropriately documented.
 - Managing digital and social media marketing initiatives to strengthen consumer engagement and brand visibility.
 - Marketing calendar across the FMCG portfolio managed, ensuring campaigns, promotions and launches are effectively planned and executed.
 - Consistent positioning, presentation and communication of brands ensured across all channels and customer touchpoints.
 - Individual brand performance monitored and practical actions recommended to address performance gaps and growth opportunities.
 - timely reports, activity updates, supporting documentation and marketing claims prepared.
 - Marketing activity is commercially focused and contributes directly to sales, volume and brand-growth objectives.
 - Ensure new product launches and promotional campaigns achieve appropriate distribution, visibility and execution at outlet level.
 - Effective working relationships maintained with brand principals, suppliers and regional partners.
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2. Trade Marketing and Activations

- Trade activations, consumer promotions, product launches, sampling activities, roadshows, events and in-store campaigns personally driven, planned and coordinated.
 - Work closely with Sales to develop effective promotions and activation programmes for supermarkets, wholesalers, general trade and other relevant channels.
 - Promotional activities implemented on time and according to approved mechanics, budgets and brand standards.
 - Drive effective use and placement of POS materials, promotional displays, branded equipment and other visibility assets.
 - Regularly visits to outlets and activation sites ensured to personally assess execution and ensure agreed activities are being implemented to the required standard.
 - Maintain a strong and regular presence in the market through customer and outlet visits.
 - Product availability, shelf positioning, displays, promotional execution, pricing, POS materials and competitor activity monitored.
 - Consumer trends, competitor activity, pricing, promotions, new products and market developments regularly monitored.
 - Conduct competitor and market reviews and communicate relevant findings to Management and Sales.
 - Gather feedback from customers, consumers, Sales and Merchandising teams to identify opportunities for brand and category growth.
 - Post-activation reviews conducted to assess effectiveness, sales uplift, consumer response and return on investment.
 - execution gaps identified during market visits and corrective actions followed through promptly.
 - Translate market insights into practical campaigns, promotions and trade initiatives.
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3. Sales & Commercial Alignment

- Work closely with Sales and Merchandising teams to ensure agreed visibility and merchandising standards are consistently maintained.
 - Work closely with Sales to develop effective promotions and activation programmes for supermarkets, wholesalers, general trade and other relevant channels.
 - Development of customer-specific and channel-specific promotional programmes supported.
 - Sales performance by brand, product, customer and channel analyzed regularly to identify opportunities requiring marketing intervention.
 - Participate in sales and commercial reviews and marketing insights provided to support business decisions.
 - Marketing initiatives designed with clear commercial objectives and measurable outcomes.
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4. Marketing Budget & ROI

- Annual marketing budgets prepared and managed in line with approved plans.
- Marketing expenditure monitored and ensure activities remain within approved budgets and authority levels.
- Appropriate records and supporting documentation maintained for marketing expenditure.
- Effectiveness and return on investment of campaigns, promotions and activations measured and improvements recommended where required.
- Ensure marketing resources and promotional funds are directed towards activities that deliver measurable commercial value.

5. Team Leadership & Cross-Functional Coordination

- Effective supervision, guidance and development of marketing team ensured.
 - Lead, coach and develop the Marketing team, ensuring clear objectives, accountability and timely delivery of activities.
- Direct involvement in major campaigns and activations ensured rather than relying solely on delegation.
- Close coordination with Sales, Distribution, Finance, Procurement, Warehouse and other relevant functions.
- Relationships with advertising agencies, media partners, event suppliers, printers and other external service providers managed where applicable.
- Ensure all stakeholders are appropriately briefed and marketing activities are executed efficiently.

6. Confidentiality, Ethics, Policies, Values & Corporate Image

- All dealings with customers, principals, suppliers, agencies and stakeholders conducted with integrity, professionalism and transparency.
- Compliance with all Company policies, procedures, Code of Conduct, delegated authorities and applicable legal and regulatory requirements ensured.
- Any actual, potential or perceived conflicts of interest declared and appropriately managed.
- Marketing claims, promotional activities and external communications are accurate, appropriate and consistent with Company and brand requirements.
- Company's values demonstrated and promoted through accountability, respect, teamwork, ethical decision-making and responsible business practices and hold team accountable for same.
- Company's corporate image, reputation and the reputation of the brands represented protected and positively promoted.
 - Refrain from any conduct or communication that may bring the Company, its principals or its brands into disrepute.
- Company funds, marketing assets, promotional materials and other resources appropriately controlled and used solely for legitimate business purposes.
- All marketing, branding, advertising, promotional and trade activation activities and materials comply with applicable copyright, trademark, intellectual property and brand usage requirements, including securing the necessary approvals, licences or permissions before using third-party images, artwork, music, content, logos, trademarks or other protected materials.

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.
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.
People	
Leadership	Utilise a leadership position to influence people and events and to increase performance.
Innovation	Use original and creative thinking to make improvements and/or develop and initiate new approaches.
Professional	
Compliance	Comply with relevant laws and the policies and procedures of the organisation.

Qualifications

Qualification	Discipline	Notes
Preferred		
Degree	Sales/Marketing/Advertising	Degree in Marketing, Business, Commerce, Management or a related discipline from a recognised institution.

Work Knowledge and Experience

At least 5 years of relevant marketing experience, preferably within the FMCG, consumer goods, retail or distribution sector, with demonstrated experience in brand management.

Previous experience in a marketing leadership or supervisory role will be highly regarded.

Strong understanding of FMCG brand management, trade marketing, consumer promotions and route-to-market environments.

Demonstrated experience in developing and executing marketing and brand plans.

Sound understanding of digital and social media marketing.

Strong commercial and analytical capability with the ability to interpret sales, market and campaign performance data.

Experience managing marketing budgets, agencies and external service providers.

Requirements

Language Proficiency

Excellent command of English

Regulatory Compliance Requirements

Driver's License

Other Required Statements

Key Competencies & Attributes:

The incumbent must be commercially driven, creative, proactive and highly execution-focused, with the ability to balance strategic marketing responsibilities with hands-on involvement in the market. The role requires a strong sense of ownership, attention to detail and the willingness to personally follow activities through from concept to execution, market verification and post-activity review. The incumbent must be comfortable working in a fast-paced FMCG environment and collaborating closely with Sales and operational teams to achieve business results.

Working Conditions:

The position is not solely office-based and requires regular travel to customer outlets, supermarkets, trade locations, activation sites and events. The incumbent will be expected to maintain a visible presence in the market and may be required to work outside normal business hours for product launches, promotions, trade activations and other marketing events.

KPI - Performance Measures:

1. **Brand Sales & Growth Performance** - Achievement of agreed sales, volume, revenue and brand growth targets across assigned brands/categories, with corrective action plans implemented for underperforming brands.
2. **Trade Marketing & Activation Execution** - Delivery of agreed trade promotions, consumer activations, product launches, sampling and campaigns on time and to approved standards, with post-activity evaluation of results.
3. **In-Market Execution & Brand Visibility** - Achievement of agreed merchandising, shelf presence, displays, POS and promotional visibility standards, supported by regular market/outlet visits and timely closure of execution gaps.
4. **Marketing ROI & Budget Management** - Marketing activities delivered within approved budgets, with expenditure appropriately controlled and campaign/promotional effectiveness and ROI measured and reported.
5. **Principal & Brand Plan Delivery** - Timely execution of agreed principal/brand marketing plans, including activity calendars, approvals, reporting, marketing claims and utilisation of principal marketing funds.
6. **New Product & Campaign Performance** - Effective execution of new product launches and major campaigns, including distribution, visibility, promotional support, consumer/trade engagement and achievement of agreed launch objectives.
7. **Compliance, Brand Governance & Corporate Image** - Full compliance of marketing, branding and trade activities with Company policies, brand guidelines, approval requirements, copyright, trademark and intellectual property requirements, with no material compliance or reputational breaches.

Interactions

Type	Interaction	Comments
Internal		
	National Sales Manager	
	General Manager	
	HQ Marketing Department	
	Marketing Team	
	Sales Managers	
	Sales Team	
	Group Marketing Manager	
External		
	Community	
	Customers	
	Suppliers	
	Regulators	

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.
Achiever	Puts in effort to achieve a desired result or goal and is motivated by this end and the overall accomplishment.
Experimenter	Tries out new procedures, ideas or activities.
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

Extrovert	Outgoing and showing interest in events going on around them, particularly people, new experiences and changing situations.
Objective	Impartial and honest in dealings with others, eliminating own feelings and view to reach a balanced judgement.
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

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.
Decisive	Reaches conclusions, promptly and firmly.
Imaginative	Generates ideas and images, showing creativity.
Initiative	Takes action and makes decisions without the help or advice of other people.
Well organised	Controls tasks in a well thought out and critical manner.

How To Apply

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Contact for Enquiries

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Further Contact Information: --

Closing Date: 17 Oct 2026