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| **POSITION TITLE**: | **Marketing Officer** |
| **DIVISION:** | Press and Communications Division |
| **MINISTRY**: | Ministry of the Prime Minister & Cabinet |
| **SALARY GRADE**: | A8 $21,086 p.a. |
| **POSITION CODE**: | PM003617 |
| **LOCATION:** | Level 4, FMFMII Building, Apia, Samoa |
| **RESPONSIBLE TO:** | Assistant Chief Executive Officer – Press and Communications |

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| **Overview of the Ministry:** |
| The Ministry of the Prime Minister and Cabinet operates at the centre of the Executive Government and aims to take a leading role in providing quality advice and service to the Prime Minister and Cabinet to promote good governance, policy coordination and implementation in-line with national strategic goals.  It is responsible for:   * Providing administrative and secretariat support services to the Office of the Head of State, Council of Deputies, the Office of the Prime Minster and Cabinet; * Providing high quality advice to the Prime Minister and Cabinet; * Coordinating and monitoring the implementation of Cabinet decisions; * Protecting Samoa’s borders and promoting economic development; * Promoting transparency through accurate and timely dissemination of government information; and * Provision of effective and efficient financial, HR and ICT support services to the Ministry. |
| **Purpose of the position:** |
| Responsible for the promotion and marketing of the Savali online advertisement and develop strategies for the timely and consistent distribution of the Savali online platform |
| **Key relationships:** |
| * Prime Minister and Cabinet * Government Ministries * Public Bodies * Private Sector * Diplomatic Missions * Local and overseas media * General public and local communities |

**Key responsibilities:**

**Sales and Marketing Roles**

1. Perform sales activities
2. Prepare contractual agreements with customers
3. Sell advertising and sponsorship packages to customers
4. Market and sell advertising for the Savali online platform
5. Create marketing campaigns
6. Create and develop new and innovative ways to relay messages to new and existing customers
7. Meet marketing targets as on approved budget

**Networking and managing relationships**

1. Research and Collect information related to market needs
2. Accurate Analysis of marketing information for decision making
3. Liaise with customers on advertising needs
4. Increasing share of the advertising

**Reporting**

1. Report contracts/agreements on a weekly basis to Senior Marketing Officer in charge.
2. Plan, develop and deliver campaigns as agreed within timescale.

**Job Competencies:**

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| **MERIT** | **Job competency** | **Descriptors** |
| **SKILLS AND ABILITIES** | 1. Problem Solving Skills | * Demonstrated ability to implement efficient office management system. * Seek all relevant information for problem-solving. |
| 1. Communication & Presentation Skills | * Must be literate in both writing and speaking in English and Samoan and also computer literate in Microsoft office programs (excel, word, access, power point, etc.). * Demonstrated ability in report writing skills and draft correspondence with minimum supervision. * Multi skill person. * Be able to sell online advertisements and Video Production unit |
| 1. Building Relations | * Supports team work and building relationships through constant knowledge sharing, discussions of ideas with team members to maintain morale. * Able to form and maintain relationships with people at all levels. * Be a team player and able to work with others. |
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| **PERSONAL ATTRIBUTES** | 1. Building Productive Network (Essential) | * Are able to establish and maintain relationships with people at all levels * Promote harmony and consensus through diplomatic handling of disagreements * Are able to forge useful partnerships with people across business areas, functions and organisations |
| 1. Ethics and Values (Essential) | * Model the Samoa Public Service Values and Code of Ethics in the work of the Savali Newspaper * Serve the government irrespective of personal preferences * Act with integrity and have high ethical standards * Inspire trust by treating all individuals fairly |
| 1. Flexibility (Essential) | * Are adaptable * Are receptive to new ideas * Respond and adjust easily to changing work demands and circumstances * Are not bound by old ways of doing things * Able to work overtime and/or outside normal working hours |
| **EXPERIENCE** | 1. Experience (Essential) | * Relevant years of work experience in marketing and sales with a strong focus in communications, or public relations or in any relevant area |
| **PAST WORK PERFORMANCE** |  | * Excellent work performance record illustrated through declared and/or written references/performance appraisals from previous employers and/or organisations |
| **QUALIFICATION** | 1. Educational Qualifications (Essential) | Minimum qualification of a Diploma in Marketing, Communications, Public Relations, Journalism, or any related field from a recognized tertiary institution. |