



NORTHERN CARIBBEAN UNIVERSITY

JOB DESCRIPTION

Job Title: Sales & Marketing Manager

Reports to: General Manager

Department: NCU Media Group

JOB SUMMARY:

The Sales and Marketing Manager is responsible for collaborating with the University's marketing management team to develop, implement, and monitor the institution's comprehensive marketing program, aligning with strategic goals. This role will focus on developing and executing a marketing plan for the NCU Media Group, with an emphasis on achieving financial sustainability within the shortest possible timeframe.

DUTIES AND RESPONSIBILITIES:

- Oversees the sales team ensuring quotas are set and achieved
- Developed and implemented strategies to incentivize and motivate sales staff, driving maximum participation and performance.
- Develop and execute comprehensive marketing strategies that enhance the NCU Media Group (NCUMG).
- Promote the NCU Media Group to local advertising agencies, driving contracts for advertising placement.
- Coordinate external marketing events, including outside broadcasts and media-related promotions.
- Work with relevant university teams to design and produce marketing material (brochures, posters, flyers) for the Media Group.
- Oversees the inventory of marketing collateral and establishes systems for stock replenishment.
- Manage and update the Media Group's website and social media accounts (Facebook, Twitter, etc.) for the Media Group. Collaborating with web developers and designers to ensure fresh up-to-date content.
- Select and manage the order of promotional materials for exhibitions and corporate gifts.
- Conduct regular market research, analyzing trends in education and wellness.

- Ability to recognize emerging trends in the media sectors and provide feedback to university leadership and media board to inform strategic planning.
- Cultivate a positive and productive working environment by leading the sales and marketing team and promoting collaboration.
- Represent the University and the Media Group at national and international (if required) exhibitions adhering to the university’s mission and values in conduct and communication.
- Adapt plans to accommodate new initiatives and maintain flexibility under changing circumstances.
- Promote the purpose and mission of Seventh-day Adventist Higher Education, in general, and Northern Caribbean University, in particular.
- Portray in dress, conduct, and general deportment the standards, values, and ethos of Northern Caribbean University.
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- Manage the sales and marketing budget effectively, track expenses, prepare reports, and ensure all media and marketing expenditures are well-managed within budget and reported.
- Provide financial oversight for media campaigns, ensuring cost-effectiveness and maximum return on investment.
- Performs other duties as assigned, contributing to the overall success of the Media Group.

Supervision received from: General Manager, NCU Media Group	
<div> Liaises with: </div> <div> (a) Internally: </div> <div> Other members of the University marketing team </div> <div> University Presidents and senior staff </div> <div> Faculty, Staff, and Students </div>	<div> (b) Externally </div> <div> Advertising Agencies </div> <div> Denominational Organizations </div> <div> University Partners and Suppliers </div> <div> General public </div>

Supervision is given to:

- Sales staff
 - Marketing administrative support staff
 - Social Media and Web Development team
 - Assigned student workers
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JOB SPECIFICATION**Qualifications/Experience**

- Master's degree in Marketing, Communication, Media Studies, or a related field.
 - At least five years of experience in marketing, with a focus on media relations and campaign management.
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SPECIFIC SKILLS OR COMPETENCIES**Experience/Knowledge**

- Strong written and verbal communication skills with the ability to influence and maintain a professional demeanor.
 - Excellent organizational skills, with the ability to manage multiple projects simultaneously and meet deadlines.
 - Experience in managing budgets and financial affairs.
 - Familiar with the education and wellness sector is an advantage.
 - Experience using Microsoft Office suite and familiarity with website management and social media platforms.
 - A clear understanding of the media and higher education sectors, with the ability to identify growth opportunities.
 - Ability to build effective working relationships with a diverse range of stakeholders.
 - Strong leadership skills with a focus on teamwork and achieving results.
 - Result-driven and focused on achieving organizational goals.
 - Ability to adapt to a fast-paced and dynamic work environment.
 - Commitment to the university's mission and values, maintaining high standards and professionalism.
 - Ability to think strategically and creatively to drive results.
 - Proficiency in marketing software, analytics tools, and media platforms.
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SCOPE OF AUTHORITY

- Manage day-to-day operations of media campaigns, overseeing all aspects from conception to execution.
 - Authority to approve marketing budgets and allot funds for media projects with established guideline and approval from the General Manager and Board Chair of NCUMG.
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WORKING HOURS:

8:00 a.m. to 5:00 p.m. Mondays to Thursdays

8:00 a.m. to 1:00 p.m. Fridays

Work hours may vary from time to time. Overtime work on weekdays and/or weekends may be required to meet the required objectives.

PERFORMANCE STANDARDS

Performance Targets	Performance Objectives and Performance Indicators
Increase Brand Awareness: Achieve a specified percentage increase in brand awareness through targeted media campaigns.	Objective 1: Increase Media Exposure and Reach <i>Performance Indicator:</i> <ul style="list-style-type: none">• Achieve a 15% increase in media coverage (Press, digital, TV, etc.) compared to the previous quarter.• Secure at least five new media partnerships or collaborations per quarter.
Increase Paid Advertising & Sponsorships: Facilitate increased opportunities for income through targeted marketing campaigns.	Objective 2: Increase Media Exposure and Reach <i>Performance Indicator:</i> <ul style="list-style-type: none">• Achieve a 20% increase in sales income from advertising, sponsorships and outside broadcasts.
Customer Acquisition: Achieve a set number of high-quality leads through media efforts each quarter.	Objective 3: Optimize Campaign Effectiveness <i>Performance Indicator:</i> <ul style="list-style-type: none">• Ensure that each campaign meets or exceeds a 15% increase in

	<p>engagement (clicks, likes, shares, etc.).</p> <ul style="list-style-type: none"> Monitor and optimize the digital as spent, ensuring that Returns on Investments (ROI) reaches 15% of the budget invested.
<p>Digital Engagement: Increase engagement rates across digital platforms by a specific percentage</p>	<p>Objective 4: Enhance Audience Targeting Performance Indicator:</p> <ul style="list-style-type: none"> Utilized advanced analytics tools to improve targeting accuracy. Conduct at least 2 audience analysis per year to refine future campaign strategies.
<p>ROI on Media Spend: Achieve a defined return on investment (ROI) for all media purchases and placements.</p>	<p>Objective 5: Manage Campaigns</p> <ul style="list-style-type: none"> Ensure all campaigns are delivered on time and within budget.
<p>Media Coverage: Secure a specified number of media placements in key outlets.</p>	<p>Object 6: Team Leadership and Development Performance Indicator:</p> <ul style="list-style-type: none"> Providing ongoing coaching and development to team members, ensuring that at least 90% of team members meet their individual KPIs. Conduct quarterly performance reviews and provide feedback for continuous improvement.

I, the undersigned, have read, understood and accepted the aforementioned Job Description and expectations of the position of **Marketing Manager, NCU Media Group**

Marketing Manager: _____
Name Signature Date

Supervisor: _____
Name Signature Date