



Macktiles
LANKA



VACANCY

HEAD OF MARKETING & FRANCHISE OUTLETS

Macksons Tiles Lanka (Pvt) Ltd, the largest tile manufacturer in Sri Lanka and a pioneer affiliate of a diversified business conglomerate, Macksons (www.macksons.com), invites applications from dedicated, qualified, self-motivated and dynamic individuals for the below position.

Job Role:

Responsibilities include developing plans to help establish our brand, entire management of franchise outlets, developing marketing strategies by identifying the customer and their current and future needs, continually reviewing changes to the market, consumer trends and market challenges to achieve short-term and long-term sales goals.

Required Qualifications, Skills & Experience

- Degree/MBA in Marketing or Professional qualification in CIM/SLIM.
- Minimum of 10 years of marketing proven experience.
- Strong analytical, organizational, and creative thinking skills.
- Self-motivated and dedicated team player with a great attitude and the passion and persistence to drive for excellent results.
- Excellent communication, interpersonal, and customer service skills.
- Good leadership qualities, excellent team player and ability to motivate team members.
- Be a highly motivated professional with the ability to take ownership and work independently.
- Experience in overseas market in the building material industry will be added advantage.
- Have to have flare of setting up showroom by appointing contractors for construction as well as interior décor, branding, BTL & ATL.

Responsibilities

- Heading the overall marketing function, formulate and drive sales strategy for the organization.
- Managing the sales team in order to maximize sales volumes of showrooms & franchise outlets.
- Identifying new opportunities & developing specific plans to ensure growth both long and short-term.
- Forecasting annual, quarterly and monthly sales goals & leading the team in achieving set goals.
- Assisting and developing team with regular meetings, reviews and trainings.
- Create outstanding customer experiences, retention of existing business and identification of growth opportunities to expand customer base.
- Handling digital/social media to promote the company in the market

Selected candidates will have the opportunity for growth within the company and will be rewarded with an attractive remuneration based on experience and qualifications.

If you are interested, please email your CV with your salary expectation and two none related referees to careers@macktiles.com or send by post to below mentioned address within ten days from the date of appearance of this advertisement.

Manager
Human Resource and Administration,
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