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## Career Opportunity

**TEAM LEADER - MARKETING (ON CONTRACT) - Ref: TL-MAR/NOV/2023**

The **Sugar Investment Trust (SIT)** is a dynamic and fast-growing organization that has rapidly evolved from a company with activities essentially in the sugar sector to an organization with a strong and well diversified portfolio of activities, including leisure, renewable energy and property development. Our focus is on providing quality service and achieving client satisfaction.

**Applications are invited from high calibre, enthusiastic, talented and dynamic professional for the post of Team Leader Marketing (on contract).**

### **GENERAL DESCRIPTION:**

The job incumbent will report to the Chief Executive Officer; and will be responsible for the overall development and implementation of marketing and communications strategies (including digital marketing) for the SIT Group. The job incumbent should also foster a market focused culture in the organization ensuring consistency with company strategy, commitments and goals especially in our real estate division.

### **QUALIFICATIONS:**

- (i) Possess a degree in marketing, communication or public relations or an equivalent qualification acceptable to the Board of Directors of the company; and
- (ii) at least three (3) years of working experience in marketing field.

**Note: Holding a Masters' Degree in the marketing field will be an advantage.**

## **CANDIDATE PROFILE:**

- (i) possess a strong numeracy, financial and contract management skills;
- (ii) experience in managing a team and maintain business relationships with external stakeholders and local committees will be an advantage;
- (iii) A good command of English and French language
- (iv) possess both strong and effective oral and written communication as well as presentation/negotiation skills;
- (v) be trustworthy and able to adopt a multi-disciplinary approach to problem-solving;
- (vi) be versatile and adaptable to different work situations and conditions;
- (vii) have a high degree of professional ethics, integrity and confidentiality; and
- (viii) be computer literate.

## **JOB SPECIFICATIONS:**

1. Lead the marketing and communication department of the Sugar Investment Trust and its subsidiaries (the SIT Group);
2. Prepare, manage and lead all aspects of marketing for all real estate projects including marketing planning, brand management, competitive intelligence, market research and customer relationship management;
3. Responsible for the editing of text for marketing materials such as brochure, leaflet and advertisement;
4. Work with advertising agencies to execute the company's marketing programs from design to printing;
5. Evaluate the impact of promotional activities on sales/rental performance;
6. Assist in the preparation of lease agreements for office rental;
7. Responsible for the preparation and submission of tender documents and requests for proposals for the rental of office space;
8. Prepare press articles, communiqué and interviews for the media on SIT and subsidiaries;
9. Designing marketing campaigns for the Group; and
10. Perform any other cognate duties as deemed necessary by the Chief Executive Officer.

### **MODE OF APPLICATION:**

Candidates should send their applications duly accompanied by photocopies of their certificates/references, Curriculum Vitae by registered post not later **than Monday 20 November 2023 by 16:30hrs** to the Team Leader Human Resource, Sugar Investment Trust, Ground Floor, NG Tower, Ebène, 72201.

Envelopes should be clearly marked with the respective post applied on the top left corner.

### **Notes:**

- Candidates may be requested to submit a Character Certificate;
- Salary in respect of the above-mentioned post will be negotiable;
- Late applications and applications sent by email will not be considered;
- Only the best candidates will be called for an interview; and
- SIT reserves the right not to make any appointment following this advertisement.

Date: 06 November 2023