



Chief Marketing Officer

The Chief Marketing Officer (CMO) will lead the company's efforts to expand product sales and distribution across Liberia and regionally (West Africa), deepen brand awareness by leveraging new and old media, develop and implement systems and tools to manage performance across all sales channels, and manage data analytics tools to optimize revenue and sales force performance. We are looking for a highly organized, detail oriented, and experienced leader to manage our growing sales organization. If you have an entrepreneurial mindset, a can-do attitude, and are looking to join a dynamic and exciting young company that will challenge you to perform at your peak, then J-Palm Liberia just might be the place for you!

Duties and responsibilities:

- Create and constantly update Brand Guidelines for all our products and brands, using feedback and insights from sales data to define how our sales people communicate with customers, and how the company overall communicates with the public about our brands and products.
- Develop, communicate, and manage performance targets for all members of the sales team, across all channels.
- Create and manage the 'Consumer Insights Unit' within J-Palm Liberia, to use data analytics tools to develop deeper understanding of the market landscape and evolving consumer needs. Package these insights into actionable recommendations to improve sales force effectiveness and to develop new products and/or improve existing products.
- Develop and implement strong performance management systems to ensure transparency and accountability across the entire Marketing and Sales Department

Skills and Experiences:

- Bachelor's Degree required (MBA preferred)
- 8+ years' experience in marketing, sales and/or advertising
- 3+ years' experience in a supervisory or managerial role
- Strong leadership and project management skills
- Excellent communication skills
- Familiarity with strategic marketing campaigns
- Familiarity with the skin and hair care market is a plus

How to Apply:

You can apply two ways: 1) Apply online at <https://j-palm-liberia.workable.com/jobs/781282>, or 2) Email your CV and cover letter to info@jpalmliberia.com. Address your letter to:

Human Resource Manager, J-Palm Liberia/ Duport Road, Paynesville, Liberia

DEADLINE: Thursday August 16, 2018