

**GOVERNMENT OF KIRIBATI**  
**POSITION DESCRIPTION**

<b>1. Ministry:</b> Ministry of Line and Phoenix Islands Development		
<b>2. Position Title:</b> Marketing/Quality Control Officer	<b>3. Salary Level:</b> 11-10/9-7	<b>4. Division:</b> Solar Salt & Atoll Seaweed
<b>5. Reports To:</b> Project Coordinator	<b>6. Direct Reports:</b> Data Entry Officer	
<b>7. Primary Objective of the Position:</b> Enhancing national and international trade and promotion for solar salt & seaweed and to ensure targeted revenue are achieved per year.		

<b>8. Position Overview</b>		
<b>9. Financial:</b> NIL	<b>10. Legal:</b> NCS, Trade Policy Framework, National Quality Policy	
<b>11. Internal Stakeholders:</b> <ul style="list-style-type: none"> <li>• Senior Solar Salt &amp; Atoll Seaweed Officer</li> <li>• MLPID /Solar Salt &amp; Atoll Seaweed employees</li> <li>• Casual Laborers</li> </ul> <p>To be referred to Manager:</p> <ul style="list-style-type: none"> <li>• Budget and Revenue target</li> <li>• Strategic plans for marketing and promotion</li> </ul>	<b>12. External Stakeholders:</b> <ul style="list-style-type: none"> <li>• Other Ministries</li> <li>• Customers</li> <li>• NGOs</li> <li>• SOEs</li> <li>• Domestic/ International Buyers</li> </ul> <p>To be referred to Manager</p> <ul style="list-style-type: none"> <li>• Drafting policy for negotiations</li> <li>• Critical dealings with domestic and international buyers</li> </ul>	
<b>13. KEY ACCOUNTABILITIES</b> <i>(Include linkage to KDP, MOP and Divisional Plan)</i>		
<ul style="list-style-type: none"> <li>▪ <i>KDP/KPA: Economic Development &amp; Poverty Reduction (KPA number 2)</i></li> <li>▪ <i>MOP Outcome: Sustainable Development of the LPI's economy (Strategic Goal number 1)</i></li> <li>▪ <i>Divisional/Departmental/Unit Plan: Generating recommended revenue annually</i></li> </ul>		
<b>Key Result Area/Major</b>	<b>Major Activities/Duties</b>	<b>Performance Measures/Outcomes</b>

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<b>Responsibilities</b>		
Marketing and Promotion of products and services of Solar Salt and seaweed industry	<ul style="list-style-type: none"> <li>Develop strategic plans and carry out promotion and marketing of salt industry products and services.</li> <li>Consultation and awareness activities</li> </ul>	<ul style="list-style-type: none"> <li>Marketing Strategic plan for 3-5 years</li> <li>Promotional and Awareness quarterly program</li> <li>Update Solar salt websites, facebook page</li> <li>Less or no complaint of misunderstanding from customers about the services and products offered.</li> </ul>
Working towards the allocated revenue target	<ul style="list-style-type: none"> <li>Constructing Marketing activities according to budget</li> <li>Forecast of Demand and Marketing capacity</li> <li>Creating alternative and sustainable marketing and promotional activities.</li> </ul>	<ul style="list-style-type: none"> <li>Annual target revenue attained</li> <li>Monthly/ Annual Forecast of Marketing Capacity and Public demand</li> <li>List of Low cost and sustainable marketing and promotional activities</li> </ul>
Develop business plans that are cost effective	<ul style="list-style-type: none"> <li>Carry out planned activities outlined in the marketing strategic plans</li> <li>Ensure that all the responsible people and stakeholders carry out their tasks responsibly and according to the plans.</li> </ul>	<ul style="list-style-type: none"> <li>Targets outlines in the plans achieved</li> </ul>
Increase market access for solar salt and seaweed	<ul style="list-style-type: none"> <li>Ensure market potential is increased for solar salt and seaweed per financial year.</li> </ul>	<ul style="list-style-type: none"> <li>Number of market access</li> </ul>

<b>10. Key Challenges</b>	<b>11. Selection Criteria</b>
<ul style="list-style-type: none"> <li>Dealing with critical customers and attracting buyers</li> </ul>	<b>11.1 PQR (Position Qualification Requirement):</b>

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- Achieving expected annual revenue.
- Working with minimal or no supervision

**Education:** Degree in International Business & Marketing/Economic/Accounting or any qualification related with marketing and accounting.

**Experience:**

**Job Training:** At least any hand on job with marketing and business way forwards.

**Prerequisite:**

**11.2 Key Attributes (Personal Qualities):**

**1. Knowledge**

**Customer service:** need to have a fair experience in working with customers or enthusiasm to serve customers with politeness and patience.

**Sales & marketing:** need to be proactive with sales & marketing plans, able to be able to provide clear and understandable reports on the sales and to be able to provide efficient and cost-effect plans required for marketing projection.

**2. Skills:**

**Active listening:** giving full attention to workers and able to deal with complaints from customers. Able to come up with a reasonable resolution of issues that rises during working hours

**Negotiation:** able to deal with local and overseas buyers that concern the price and agreement negotiation

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**3. Attributes**

**Positive stress tolerance:** able to control stress at the working ground and prioritize all the tasks needed to be done without being impacted by stresses.

**Cooperation & team work:** work efficiently with people and able to communicate and able to lend a hand if possible when needed as one of the team member.

**Considerate:** understand and respect the feelings and emotions of others

**Pro-active & Adaptability:** to be flexible in any how the working environment changes, other workers attitude are different.

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