



Job Advertisement

Marketing and Sales Team Leader

Purnaa is an ethical cut-and-sew manufacturer based in Kathmandu, Nepal. Our mission is to provide world-class, ethical manufacturing that empowers marginalized people and survivors of exploitation to fresh starts and fulfilled lives. We gauge our success by the lives we impact. We are looking for someone to join our team as a marketing and sales team leader.

Join us and Apply today!

Job purpose:

Increase Purnaa sales by effectively leading the marketing and sales team to finding new contract sewing clients.

Fit Description:

As the marketing and sales team leader, you lead Purnaa's marketing and sales efforts. You are an enthusiastic, motivated, and confident individual, passionate about results and growth. You can identify the right opportunities and enjoy connecting with potential clients. You can think strategically and manage a team, that includes a US business development manager, a local sales coordinator, and communications manager and help them be successful. You consider yourself extroverted and creative but also are good with numbers and disciplined. You don't need others to direct you, you are self-driven and motivated to see results from your work.

Key responsibilities and accountabilities:

1. *Lead marketing and sales team*
 - a. *Lead sales and marketing team to achieve annual and long-term sales goals*
 - b. *Develop marketing and sales strategy, goals, milestones, and marketing and sales plan*
 - c. *Manage marketing and sales budgets*
 - d. *Supervise team members - business development manager and local sales coordinator and communications manager.*
2. *Lead sales and business development efforts*
 - a. *Develop and implement long-term sales strategy*
 - b. *Communicate directly with sales leads*
 - c. *Manage sales lead coordination in team to prepare leads for handoff to project management team*
 - d. *Supervise process of contract leads and sales tracking*
 - e. *Coordinate efforts with Project Management team to increase current customer sales*
3. *Work with company directors to refine long term marketing strategy*
 - a. *Optimize Purnaa online presence for maximum impact*
 - b. *Analyze Purnaa's online activity and recommend strategy for maximum reach.*
 - c. *Generate professional marketing content to drive sales*
 - d. *Create rich and creative content that is optimized for search engines and cultivates an active audience*
 - e. *Create opportunities for customers to connect with Purnaa mission and story through touchpoints on products like labels and tags, online content, or other creative means.*
 - f. *Manage Purnaa's presence on marketing communities (FRD, CO, Ecospire, WFTO etc)*

Key Qualifications & Skills:

1. *Resilient and Disciplined*
2. *Creative but Organized*
4. *Good with numbers*
5. *Experience with online marketing analytics*
6. *Target driven*
7. *Customer service oriented*
8. *Self-driven and motivated*
9. *Experience leading others*
10. *3-5 years of experience in a related field.*

If interested, please e-mail your application and resume to jobs@purnaa.com.