



Job Title:	Marketing and Sales Manager	Language(s) Required:	Chinese (Mandarin),, English
Department/Group:	CUDYLL Limited	Will Train Applicant(s):	Yes.
Location:	Shenzhen	Travel Required:	Yes, Occasionally.
Salary Range:	Market Rate	Position Type:	Full Time
Posting Date posted:	12/14/2012	Posting Expires:	
External posting URL:	Once you have edited your job description, click here to post the job on Monster.com.		
Internal posting URL:	www.cudyll.com		
Job Description	Accomplishes business development activities by researching and developing marketing opportunities and plans; implementing sales plans; managing staff.		
Responsibilities:			
<ul style="list-style-type: none"> • Accomplishes marketing and sales human resource objectives by recruiting, selecting, orienting, training, assigning, scheduling, coaching, counseling, and disciplining employees; communicating job expectations; planning, monitoring, appraising, and reviewing job contributions; planning and reviewing compensation actions; enforcing policies and procedures. • Achieves marketing and sales operational objectives by contributing marketing and sales information and recommendations to strategic plans and reviews; preparing and completing action plans; implementing production, productivity, quality, and customer-service standards; resolving problems; completing audits; identifying trends; determining system improvements; implementing change. • Meets marketing and sales financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions. • Determines annual and gross-profit plans by forecasting and developing annual sales quotas for regions; projecting expected sales volume and profit for existing and new products; analyzing trends and results; establishing pricing strategies; recommending selling prices; monitoring costs, competition, supply, and demand. • Accomplishes marketing and sales objectives by planning, developing, implementing, and evaluating advertising, merchandising, and trade promotion programs; developing field sales action plans. • Identifies marketing opportunities by identifying consumer requirements; defining market, competitor's share, and competitor's strengths and weaknesses; forecasting projected business; establishing targeted market share. • Improves product marketability and profitability by researching, identifying, and capitalizing on market opportunities; improving product packaging; coordinating new product development. • Sustains rapport with key accounts by making periodic visits; exploring specific needs; anticipating new opportunities. • Provides information by collecting, analyzing, and summarizing data and trends. • Protects organization's value by keeping information confidential. 			



- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- Provides information by answering questions and requests.
- Maintains supplies inventory by checking stock to determine inventory level; anticipating needed supplies; placing and expediting orders for supplies; verifying receipt of supplies.
- Contributes to team effort by accomplishing related results as needed.

Skills/qualifications:

- Financial Planning and Strategy, Marketing Concepts, Positioning, People Management, Territory Management, Sales Planning, Competitive Analysis, Understanding the Customer, Product Development, Client Relationships, Creative Services Protects organization's value by keeping information confidential.
- Closing Skills, Motivation for Sales, Prospecting Skills, Sales Planning, Selling to Customer Needs, Territory Management, Market Knowledge, Presentation Skills, Energy Level, Meeting Sales Goals, Professionalism.
- Reporting Skills, Administrative Writing Skills, Microsoft Office Skills, Managing Processes, Organization, Analyzing Information, Professionalism, Problem Solving, Supply Management, Inventory Control, Verbal Communication.
- Performance Management, Giving Feedback, Project Management, Coaching, Foster Teamwork, Supervision, Staffing, Business Knowledge, Technical Leadership, Technical Management, Vision