





Job Title:	Lubricants Marketing Implementer
Employer :	Sol Brands Inc.
Location:	Warrens, Barbados
Reports to:	Group Lubricants Manager
Subordinates:	None
Job Description:	<p><u>Strategic Marketing and Planning</u></p> <ul style="list-style-type: none"> • Based on input from Mobil and the markets, take the leadership role in the development of the annual marketing plans for the Eastern and Western Caribbean and Guyana. • Seek opportunities to grow volumes across segments. • Seek the right marketing investment opportunities that are aligned with the sector strategy. • Develop the right balance of Push and Pull activities. • Generate Project Briefs and conduct Post Investment Reviews. • Develop Loyalty incentives to build customer loyalty. • Develop PR and Social Media opportunities for the markets. • Together with the Markets and the Lubricants Engineer develop CVPs tailor made for key customers and customer segments <p><u>Promotion Implementation</u></p> <ul style="list-style-type: none"> • Create communications for approved Project Briefs. • Follow through on all elements and resources required for flawless promotion, execution (stock, warehousing, promotional materials, distribution, POP material, sales teams, training and briefing) • Ensure internal process requirements are understood, responsible parties are aligned, and resources are sufficient, so the promotion or activities are executed flawlessly • Follow up on the distribution process of POP material and giveaways in the different markets and channels • On-going analysis of the effectiveness of the promotion • Manage the planning and execution of promotions by the markets. • Prepare and manage the distribution and disbursement of the Brand Development Fund. <p><u>Sales Tracking</u></p> <ul style="list-style-type: none"> • Coordinate and implement sales incentive programmes for sales staff in Sol markets as well as support sales staff in developing incentive programmes for their customers. • Support sales staff in analysing sales trends and identifying new opportunities for business growth. • Guide markets with understanding and creating pricing strategies through the development of price trackers and any other tools deemed suitable to gather pricing intel <p><u>Business Development</u></p> <ul style="list-style-type: none"> • Support the market in identifying new business opportunities. • Support market in creating framework for identifying and securing new business. • Support market in classifying customers to optimize business opportunities • Take the lead in planning monthly business review meetings to identify gaps and create avenues for business growth for lubricants. <p><u>Training</u></p> <ul style="list-style-type: none"> • Developing new training programmes to maximize our impact on customer knowledge, loyalty and purchases. • Support markets in coordinating lubricants training for influencers • Together with the Lubrication Engineer develop and conduct training of Sales Teams, using tools and materials available. <p><u>PR & Advertising</u></p> <ul style="list-style-type: none"> • Work closely with advertising agency to create mass media plans and scheduling. • Create advertising campaigns for promotions. • Develop social media strategy • Identifying social investment opportunities to raise the profile of the Shell Lubricants brand for key customer segments. <p><u>Brand/Product</u></p> <ul style="list-style-type: none"> • Guide market in adapting positioning strategies to meet business/volume objectives. • Manage the consistent and continuous investment in the brand with the support of the markets <p><u>Special Projects</u></p> <ul style="list-style-type: none"> • Develop and maintain website for lubricants incentive programme for The Group.

	<p><u>Other Activities</u></p> <ul style="list-style-type: none"> • Champion internal incentive program within the MD organisation as a tool to generate income, profits and most importantly, recognition for the Sales organisation. • Maintain fluid communication with Distributor's FMA and DBC.
<p>BOLD Behaviours and Values</p>	<ul style="list-style-type: none"> • <i>Be an ambassador and supporter of our BOLD leadership behaviour and values</i> <div style="display: flex; align-items: center; justify-content: center;">  <div style="margin-left: 20px;"> <div style="border: 1px solid green; padding: 2px; margin-bottom: 5px;"> Build: I build collaborative teams across Parkland </div> <div style="border: 1px solid blue; padding: 2px; margin-bottom: 5px;"> Own: I own my mandate </div> <div style="border: 1px solid blue; padding: 2px; margin-bottom: 5px;"> Lead: I lead by embracing change and continuous improvement </div> <div style="border: 1px solid green; padding: 2px;"> Deliver: I deliver exceptional results through customer experience </div> </div> </div> <hr style="width: 50%; margin: 10px auto;"/> <ul style="list-style-type: none"> • When we are BOLD, we create a work environment where we can thrive and excel through continuous improvement whether we are an individual contributor, manager, director, or the senior leadership team <div style="display: flex; align-items: center; justify-content: center; margin-top: 20px;">  </div>
<p>Competency Requirements:</p>	<ul style="list-style-type: none"> • Excellent problem-solving, critical thinking, deductive reasoning, inductive reasoning, and analytical skills • Display willingness to make decisions, exhibit sound and accurate judgment, and make timely decisions • Utilizes decision-making skills to achieve specific organizational objectives with consideration given to their impact on other work groups • Excellent interpersonal, leadership, management and negotiating skills, and high professional standards for customer service and work quality • A strong work ethic, high level of enthusiasm and ability to excel in a flexible, fast paced environment • Strong team orientation balanced with the ability to work autonomously on projects and initiatives • Ability to implement and influence change during projects and when visiting terminal operations
<p>Qualification Requirements:</p>	<ul style="list-style-type: none"> • A Bachelor's degree in Marketing or Business Administration; a Master's degree in the above would be an asset • A minimum of 5 years related experience with a demonstrated "Can Do" skill set • Experience in sales and marketing • Strong communication, interpersonal and organisational skills are definite requirements • Demonstrated ability to deliver quick decisions with a keen commercial sense in decision making • Able to work virtually • Proficiency in MS Office
<p>Application Procedures:</p>	<p>Applications are to be submitted by completing the Sol Job Application Form available on the Sol website at solpetroleum.com and submitted via e-mail to careers@solpetroleum.com on or by 13 December, 2019. Applicants must complete all the requested information to be considered. Certified copies of relevant certificates will be requested for those applications under consideration. Only suitable applications will be acknowledged.</p>