

JOB DESCRIPTION

Job Title	National Sales & Marketing Director		
Department Name	Sales Department		
Location + KN Code	Istanbul		
Solid Line Manager	CEO		
# solid line employees	Sales Department	# dotted line employees	NA
		Issuing Date	16.09.2021
JOB PURPOSE			
<p>Sales & marketing (SM) Director main mission is to manage the SM team, supervise the SM team, ensure efficient sales activities on a day-to-day basis, streamline sales activities, represents the company nearby key external stakeholders (namely customers), and promotes sales development. The objective of such mission is to retain and develop SM activities, ensure staff motivation, maximise results and achieve peak performance levels.</p>			
MAIN RESPONSIBILITIES			
<p>Evaluates employee’s performance and provides feedback and coaching as needed Recognise employee achievements and encourage excellence in the work environment Conducts regular sales and operations meetings Interacting with customers on a regular basis to ensure satisfaction, customer retention and business development Resolving customer problems as needed (within the defined escalation path) Assess market conditions and identify opportunities Draft forecasts and business plans Manage budgets and deadlines – ensures sales profitability and growth in line with agreed targets Decides on allocating resources Coordinate with other branches and with BU to share knowledge, plan activities, and achieve goals Ensure branch compliance with code of conduct, guidelines and with all applicable laws and regulations</p>			
STAKEHOLDERS			
INTERNAL		EXTERNAL	
Sales			
EDUCATION / DEGREE			
		MINIMUM	PREFERRED
Apprenticeship / Vocational Course		<input type="checkbox"/>	<input type="checkbox"/>

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Bachelors / First University Degree	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Masters / Second University Degree	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Doctorate (e.g. PhD)	<input type="checkbox"/>	<input type="checkbox"/>	
Professional Certification	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
MBA or equivalent	<input type="checkbox"/>	<input type="checkbox"/>	
Other Degree / Diploma	<input type="checkbox"/>	<input type="checkbox"/>	
EXPERIENCE			
	TIME IN YEARS	MINIMUM	PREFERRED
Project Management Experience	<i>2 - 5</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
International Experience	<i>5 - 10</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Leadership Experience	<i>5 - 10</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	<i>direct</i>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
SKILLS & EXPERTISE			
		MINIMUM	PREFERRED
Able to function independently		<input checked="" type="checkbox"/>	<input type="checkbox"/>
Commercial focus		<input checked="" type="checkbox"/>	<input type="checkbox"/>
Total overview		<input checked="" type="checkbox"/>	<input type="checkbox"/>
Excellent oral/verbal skills		<input checked="" type="checkbox"/>	<input type="checkbox"/>
Pro-active		<input checked="" type="checkbox"/>	<input type="checkbox"/>
Convincement and assertiveness		<input checked="" type="checkbox"/>	<input type="checkbox"/>
Customer focus		<input checked="" type="checkbox"/>	<input type="checkbox"/>
Empathy		<input checked="" type="checkbox"/>	<input type="checkbox"/>
Analytical skills		<input checked="" type="checkbox"/>	<input type="checkbox"/>
KEY ATTRIBUTES			
Customer oriented			
Ability to analyses and judge			
Leadership skills			
Management performance			
Team work			
LANGUAGES			
	PROFICIENCY	MINIMUM	PREFERRED
English	<i>Fluent</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
OTHER REQUIREMENTS			

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KN BEHAVIOURS	Level 1	Level 2	Level 3
Demonstrating Drive + Commitment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fostering Collaboration + Teamwork	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Driving Business + Solutions	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Championing Transformation + Innovation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Developing Self + Others	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delivering Customer Excellence	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>