



## POSITION DESCRIPTION

### International Sales and Marketing - SMM International

**JOB TITLE:** *International Sales and Marketing Manager*

**AWARD:** *None – Non-Award Contract*

**AWARD CLASSIFICATION:** *None – N/A*

**DATE PREPARED:** *12 February 2018*

**CURRENT INCUMBENT:** *N/A*

**DEPARTMENT:** SMM International

**HOME LOCATION:** 39 Moo 12 Petchkasem Road, Om-noi,  
Kratumban, Samuthsakorn 74130 Thailand

**REPORTS TO:** **COO, SMM International (Direct)**  
**CEO, SMM International (Indirect)**

#### **OTHER POSITIONS THAT REPORT TO THIS POSITION:**

*Other staff as appointed from time to time*

#### **POSITION OBJECTIVE**

*“Under the general direction of the COO the objective of this position is to take a leadership role in managing the marketing requirements of SMM International and managing sales accounts in established markets. The role requires experience and skills in product & solution positioning, competitive intelligence, market and product segmentation, pricing, lead generation, product launches, marketing programs, advertising, and events, of SMM International. SAMMITR’s vision is to be recognised as a global brand in high quality premium products and solutions for Transport Logistics and Lifestyle sectors.”*

*A critical component of the International Sales and Marketing Manager’s role will be to partner with the CEO, COO, Country Managers and Sales Managers to develop a winning business strategy that accounts for current and future market conditions to grow market share.*

#### **KEY RESPONSIBILITIES**

##### **1. Sales**

- *Manage current accounts and sales with overseas customers (non – subsidiaries).*



## POSITION DESCRIPTION

### International Sales and Marketing

#### - SMM International

- *Work with senior management and subsidiaries and business units to understand their objectives and goals and manage sales of products to subsidiaries.*

#### **2. Marketing**

- *Manage and conduct market research to determine market requirements for existing and future products*
- *Develop Unique Selling Proposition and Unique Communication Proposition for SMM International's products and services.*
- *Audit and report regularly on the as-is marketing, advertising, promotions and brand building activities for the company and its subsidiaries*
- *Contribute to Business Canvas development for new products and solutions for each market*
- *Identify opportunities for marketing improvements to increase sales and market share through the B2B, B2C and O2O sales.*
- *Ensure an effective go-to-market strategy, including brand building and product launches*
- *Develop the organization's capabilities ((ie move from 4P to7P) in*
  - *market requirements*
  - *market plans*
  - *product/solution positioning*
  - *competitive intelligence*
  - *segmentation*
  - *pricing*
  - *lead generation*
- *Develop processes and disciplined approach to be used as company standard for data and information collection*
- *Define user market research or stories to execute the project and develop the final solution*

#### **3. Reporting and Communication**

- *Manage, review and report regularly on all Sales outcomes for assigned region and compare against budget.*
- *Manage, review and report regularly on marketing activity and results*
- *Educate and communicate to market on product and solution and brand positioning*
- *Work with business units, product and solutions teams and other stakeholders to launch new products and solutions – these may include existing product enhancements*
- *Support leadership team to develop clear and effective written marketing proposals for winning over current and prospective customers, Tenders and prospective partnerships, mergers and acquisitions*
- *Supplies management with oral and written reports on customer needs, problems, interests, competitors, and potential for new products and services.*



## POSITION DESCRIPTION

### International Sales and Marketing

#### - SMM International

#### 4. General Responsibility

- *Keeps abreast of product applications, technical services, competitor activities, through the reading of pertinent literature and consulting with global sales teams*
- *Create marketing presentations*
- *Liaise with media and advertising*
- *Serve as a marketing “coach” to the leadership team*

#### 5. Key Performance Indicators

- *A Key Indicator is to increase sales and market share in all markets and segments that the company participates – including a return on investment metric*
- *Growth in brand awareness in depth, premium segment and brand value*
- *Manage self and assigned resources to achieve assigned Key Performance Indicators in order to achieve the company’s corporate goals as set out in the company business plan*
- *Deliver marketing plans within agreed budget*

#### 6. Leadership

- *To be self motivated and disciplined.*
- *Lead and motivate direct reports and multi-disciplinary remote teams with people from different cultures, time zones and language skills*
- *Contribute to strategy development as part of the management team*
- *Provide general management support for the development, improvement and implementation of company policies, procedures and goals*

#### CORPORATE ACCOUNTABILITIES

- *To work in the best interest of the company at all times*
- *Adhere to SMM International Employee Manual and Code of Conduct*
- *To provide the company with prominent acknowledgement and display of appropriate SMM International logos wherever possible*



## **POSITION DESCRIPTION**

### **International Sales and Marketing**

#### **- SMM International**

#### **ORGANISATIONAL RELATIONSHIPS**

##### **Internal to SMM International**

- SMM International Senior Management Team, SMM International Subsidiaries and subordinates, SAMMITR Group companies,

##### **External liaisons**

- Current and Prospective Customers, Vendors, Suppliers, Government, Consultants

#### **ACCOUNTABILITY AND EXTENT OF AUTHORITY**

- Accountable for assigned KPI's and Product and Solutions performance and function of SMM International and its related entities
- Authority granted in accordance with SAMMITR International delegation register, or in its absence, SMM International delegation register.

#### **QUALIFICATIONS**

##### **Minimum qualifications**

- Bachelor's degree in Marketing, Business, Engineering or equivalent practical experience.
- Minimum 7 years of experience in marketing and sales in B2B or B2C (retail) in

##### **Preferred qualifications**

- MBA or Higher Degree or equivalent practical experience.
- Experience in marketing for one or more of the following: vehicle accessory, automotive, aftermarket, technically complex goods and services
- Have delivered corporate marketing strategy from concept to implementation (end to end) in digital and off-line channels, preferably in international setting
- Setup and execute flagship showroom and retail
- Excellent written and verbal communication skills.

#### **SKILLS**

- Demonstrates passion for premium products and solutions
- A proven track record of designing winning business plans
- Deep industry experience, with relationships to thought leaders at both supplier and customer organizations
- Commercialization experience with a focus on building market awareness, go-to-market strategy and execution
- An ability to synthesize complex issues and communicate into simple messages
- Hands-on experience developing and deploying processes, tools, and metrics to drive marketing accountability, transparency, and results
- A best practices mentality and ability to incorporate best practices into the marketing organization
- Business and financial acumen



**POSITION DESCRIPTION**  
**International Sales and Marketing**  
**- SMM International**

- An inclusive leadership style with a focus on personal involvement, trust, and flexibility
- Ability to work in a team, outstanding stakeholder management
- Flexible, open and comfortable working with a broad range of people across teams and cultures, including remote teams
- Excellent communication skills
- Demonstrated understanding and appreciation of SMM International's business model
- Self-starter with plenty of initiative and drive
- Strong and meticulous attention to detail

**SPECIFIC RESTRICTIONS/CONDITIONS**

- Role is based primarily in Bangkok, Thailand
- Must be fluent in business writing and speaking in English
- Ability to converse in second or third European languages advantageous (German, Dutch, French etc)
- This role requires significant out-of-hours work and flexible work arrangements and locations
- This role requires travel in Thailand and Internationally
- Must have current and valid International driver's licence with no disqualifications.

Accepted & Approved by	Signature	Date
Employee Name:		
Approver Name:		

***SAMMITR HR Use only - Checklist***

<i>Action</i>	<i>Status</i>	<i>Date Completed</i>
<i>Checked By</i>		
<i>Filed in Personnel Folder</i>	<i>Yes / No</i>	