



## Position Description

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<b>Title:</b>	Sales and Marketing Manager
<b>Division:</b>	Customer Services
<b>Reports to:</b>	General Manager
<b>Location:</b>	Gore, Southland
<b>Approved by:</b>	Director
<b>Date:</b>	March 2025

### **Purpose of the position**

*To lead our Sales and Marketing function by setting the strategic direction, driving revenue growth, and building brand recognition. You will develop and execute sales strategies, and drive marketing initiatives. You will be part of the Leadership Team.*

### **Principal responsibilities/key result areas**

- Develop and execute sales and marketing strategies to drive revenue and growth.
- Lead and mentor the customer service team to deliver outstanding service.
- Strengthen the brand presence across New Zealand, particularly in the Otago and Southland regions.
- Contribute to budgeting and reporting to support strategic decision-making.
- Identify new business opportunities and lead expansion into new markets.
- Build robust sales processes to support sales functions within the business.

### **Specific Tasks**

#### *Sales growth*

- Own the sales and marketing functions and provide leadership in these areas throughout the business.
- Identify potential growth areas for the business and develop a 12-18 month sales pipeline with sales campaigns and initiatives to increase revenue.
- Undertake sales initiatives, and provide sales training and support within the team as necessary, for example, lead generation capture.
- Cost sales campaigns and track results, including conversion rates and other success metrics.

#### *Marketing*

- Develop and execute a social media content strategy, building a brand presence on all relevant platforms.
- Plan and execute marketing initiatives to attract new customers, using a mix of new untested approaches and tried and true methods.

- Strengthen brand presence using the full suite of marketing tools available, delivering best bang for buck when looking at sales conversion rates and revenue growth.

#### *Management*

- Lead the customer service team, providing guidance and feedback as required.
- Ensure team undertakes the regular performance cycle assessment, receives training and support, and that leave cover is provided for each team member.

#### **Other duties**

- Keeping up-to-date on changes as they occur, and working with the team to adjust the processes and systems accordingly.
- From time to time the incumbent may be asked to assist with other tasks, particularly during times of leave or illness.
- Maintain a strict sense of professional ethics, maintain confidentiality and privacy, and abide by the Code of Conduct.

*This position description is not intended to be an exhaustive list of tasks, but to act as guide as to the main duties and responsibilities of the position. Its content will be subject to regular review in conjunction with the job holder.*

#### **Key relationships and stakeholders**

<b>Internal</b>	<b>Nature of the relationship</b>
General Manager	To obtain guidance on work plans and priorities, and to report progress and identify issues where relevant.
Yrless Director, Technical and Administrative Staff	To collaborate on Yrless day-to-day work. To share information, seek and provide assistance, and discuss implementation and technical issues, in order to work effectively.

<b>External</b>	<b>Nature of the relationship</b>
Yrless Customers	To promote the business in a positive way, recognise customer loyalty and respond to customer feedback appropriately.
Yrless suppliers	To inform, share information, liaise on specific matters, and represent the interests of Yrless Limited.
Māori organisations and tangata whenua	To actively engage with these groups to support building a collaborative relationship.

#### **PRE-EMPLOYMENT CHECKS**

<b>To fulfil the requirement of this position the following may need to be completed:</b>	Criminal conviction check Pre-employment drug testing
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The incumbent must hold a full, clean Drivers Licence.

## **Personal qualities, skills and experience**

<b>Personal qualities</b>	<p>A cheerful person, who:</p> <ul style="list-style-type: none"> <li>• is ambitious and driven, but also works well in a team.</li> <li>• loves the sales process and is a natural salesperson.</li> <li>• is a confident, adaptable self-starter who is willing to both learn and teach.</li> <li>• has a high level of personal and professional integrity.</li> <li>• values being part of a team, and makes a positive contribution.</li> <li>• can work with minimum supervision, manage workflows and prioritise tasks, but is also comfortable to ask for help when needed.</li> <li>• is flexible and adaptable and able to work under pressure and to deadlines.</li> <li>• Has a passion for growing a small New Zealand-owned business</li> </ul>
<b>Experience and knowledge</b>	<ul style="list-style-type: none"> <li>• At least three year's experience in a sales and marketing role.</li> <li>• Experience in a customer facing role, where you have worked with a range of different customers.</li> <li>• Knowledge of internet services provision, and a basic understanding of the differences between the technologies used.</li> <li>• Demonstrated aptitude for working in fast-paced technically complex and innovative environments.</li> </ul>
<b>Skills</b>	<p><b><i>Specific skills</i></b></p> <ul style="list-style-type: none"> <li>• Strong sales experience, and a demonstrated record of results</li> <li>• Good marketing skills and the ability to inject their creativity into campaigns that are known to work</li> <li>• Aptitude for leadership and management</li> <li>• Ability to communicate clearly with all types of people.</li> <li>• Ability to maintain and manage workflows, particularly under pressure.</li> <li>• Willing to learn existing systems and new processes.</li> <li>• Can consistently follow through and see initiatives through to completion.</li> <li>• Flexible and willing to assist with other duties during busy periods.</li> </ul> <p><b><i>Desirable skills</i></b></p> <ul style="list-style-type: none"> <li>• Local knowledge of the Southland and Otago regions.</li> <li>• Has worked with rural customers and built understanding of their operating environment.</li> <li>• Good understanding of Health and Safety in the workplace.</li> <li>• Experience in developing and/or implementing new or improved processes.</li> </ul>
<b>Qualifications</b>	<p>While no formal qualifications are strictly required, the following would be looked upon favourably:</p> <ul style="list-style-type: none"> <li>• Bachelor's degree with a focus on sales and marketing.</li> </ul>

## Competencies

CORE COMPETENCIES	
Competency	Skilled
<b>3 Approachability</b>	Is easy to approach and talk to; spends the extra effort to put others at ease; can be warm, pleasant, and gracious; is sensitive to and patient with interpersonal anxieties of others; builds rapport well; is a good listener; is an early knower, getting informal and incomplete information in time to do something about it.
<b>9 Command Skills</b>	Relishes leading; takes unpopular stands if necessary; encourages direct and tough debate but isn't afraid to end and move on; is looked to for direction in a crisis; faces adversity head on; energized by tough challenges.
<b>28 Innovation Management</b>	Is good at bringing the creative ideas of others to market; has good judgment about which creative ideas and suggestions will work; has a sense about managing the creative process of others; can facilitate effective brainstorming; can project how potential ideas may play out in the marketplace.
<b>31 Interpersonal Savvy</b>	Relates well to all kinds of people, up, down, and sideways, inside and outside the organization; builds appropriate rapport; builds constructive and effective relationships; uses diplomacy and tact; can diffuse even high-tension situations comfortably.
<b>43 Perseverance</b>	Pursues everything with energy, drive and a need to finish; seldom gives up before finishing, especially in the face of resistance or setbacks.
<b>62 Time Management</b>	Uses his/her time effectively and efficiently; values time; concentrates his/her efforts on the more important priorities; gets more done in less time than others; can attend to a broader range of activities.

INDIVIDUAL CONTRIBUTOR COMPETENCIES	
Competency	Skilled
<b>29 Integrity and Trust</b>	Is widely trusted; is seen as a direct, truthful individual; can present the unvarnished truth in an appropriate and helpful manner; keeps confidences; admits mistakes; doesn't misrepresent him/herself for personal gain.
<b>33 Listening</b>	Practices attentive and active listening; has patience to hear people out; can accurately restate the opinions of others even when he/she disagrees.
<b>55 Self-Knowledge</b>	Knows personal strengths, weaknesses, opportunities, and limits; seeks feedback; gains insights from mistakes; is open to criticism; isn't defensive; is receptive to talking about shortcomings; looks forward to balances (+s and -s) performance reviews and career discussions.