

# OPPORTUNITY TO JOIN FIJI TELEVISION LIMITED!

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Fiji Television, a subsidiary company of Fijian Holdings Limited and a public company in the South Pacific Stock Exchange (SPX) is Fiji's premier television service provider, providing television services to the Fijian Communities with compelling content and related services.

## **MANAGER SALES & MARKETING AND IN HOUSE PRODUCTION – FIJI TELEVISION LIMITED**

We are looking for an experienced, passionate and motivated person to lead our Sales & Marketing and In-House Production team. The successful incumbent will be responsible for the day to day planning, implementing and controlling sales, marketing and In-House Production related activities and included the following:

### **Some of the key responsibilities of the role will include:**

- Develop and execute a cutting-edge digital marketing strategy, seamlessly transitioning from conventional approaches to groundbreaking digital innovations that align with our company's vision.
- Develop and implement a robust annual sales and marketing plan, ensuring its harmony with Fiji TV's overarching mission.
- Spearhead the creation and execution of marketing plans, programs, and activities, keeping a close eye on timelines and revenue projections.
- Lead, inspire, and guide our marketing, sales, and in-house production departments, ensuring budgets are expertly managed.
- Conduct thorough market analyses through customer surveys, uncovering insights into market acceptance and audience preferences.
- Optimize your creativity to curate captivating advertising and sponsorship strategies that align with our strategic objectives.
- Generate comprehensive ROI reports, providing timely insights for informed decision-making.
- Optimize advertising revenue across key economic sectors, consistently seeking opportunities for growth.
- Foster a culture of excellence in human capital management, partnering with the HR Department to develop and nurture our talented staff.

### **To be considered, you must meet the following requirements:**

- Degree in major in Marketing or other qualification related to Sales and marketing from a tertiary institution.
- Proven experience in leading and managing impactful marketing campaigns across various platforms, including databases, emails, social media, television and display advertising.
- Experience in identifying target audiences and designing digital campaigns that captivate, educate, and inspire.
- Possess outstanding communication and relationship-building skills that facilitate effective collaboration and connection.
- Previous experience in media production is a definite advantage

### **How to apply:**

Applications marked "Manager Sales & Marketing and In House Production" to be sent to Human Resources, P.O Box 2442, Government Buildings, Suva or email: [hr@fijitv.com.fj](mailto:hr@fijitv.com.fj) before 4pm on Tuesday, 30<sup>th</sup> April, 2024.

Only shortlisted applicants who meet the desired requirements will be contacted.