



DEPARTMENT OF CORRECTIONAL SERVICES

CAREER OPPORTUNITY

The Department of Correctional Services (DCS) is seeking to recruit suitably a qualified person to fill the vacant position of **BUSINESS DEVELOPMENT, MARKETING & SALES MANAGER (GMG/SEG 2)** in the Rehabilitation Industries Branch, Rehabilitation and Probation Aftercare Division with salary ranging from **\$4,266,270 – \$5,737,658 per annum**.

JOB PURPOSE

Under the direction of the Operations Manager, the Business Development, Marketing & Sales Manager is responsible for the development and marketing of all income generating products and services. The main goal is to generate revenue for the rehabilitation Industries Unit whilst facilitating skills training and certification of inmates. He/she will manage client accounts and come up with new sales ideas. This includes new sales strategies, sales pitches, and business plans.

KEY RESPONSIBILITIES

Technical/Professional Responsibilities:

BUSINESS DEVELOPMENT

- Communicate new product development and services to prospective clients;
- Contacting potential customers to establish rapport and arrange meetings;
- Plan and oversee new marketing initiatives;
- Research companies and individuals to find new product/services opportunities that RIU can tap into;
- Identify feasible business opportunities for RIU and emerging markets to improve revenue;
- Attending conferences, meetings, and industry events;
- Developing quotes and proposals for clients;
- Building trust and long-term relationships with clients/customers;
- Developing ways to improve the customer experience and build brand loyalty to products and services sold by RIU;
- Assists in developing Project Proposals for submission to local and international funding agencies seeking financial and other support for the agricultural and vocational projects;
- Assists with the organization and planning of exhibitions/expositions.

MARKETING

- Provide support in the development of a marketing strategy that aligns with Department of Correctional Services (DCS) objectives; to be implemented across marketing channels.
- Responsible for the enhancement of the brand awareness of Rehabilitation Industries Unit's (RIU) products and services across all mediums;
- Ensure comprehensive execution of creative and messaging strategies to drive greater effectiveness and consistency across all marketing channels; digital, print, creative, catalogue and social;
- Develop and refine the content strategy on social, including influencer marketing, video photography, and campaign concept development;
- Oversee the maintenance and provide clear direction on content and promotional calendars, i.e. social, email, marketing and content calendars;
- Oversee and improve operations of the marketing content and creative process flow with internal and external teams;
- Conduct research and competitive benchmarking analysis, reporting on key insights and KPI's from analytical platforms;
- Manage the development and strategies for lead generation/nurturing through email drip campaigns, retargeting and other marketing tactics;

- Evaluate effectiveness of online and area-specific marketing initiatives with real time data points and goals;
- Ensure project performance and efficiency (on-time and on-budget);
- Work strategically with Communications and Information Technology teams to ensure that messaging, promotions and external communication initiatives are consistent.

Other Responsibilities:

- The incumbent may, from time to time, be assigned duties not specifically outlined within the job description but are within the capacity, qualifications and experience normally expected from a person occupying this position.

REQUIRED KNOWLEDGE, SKILLS AND COMPETENCIES

- Good problem-solving skills and strength of character
- Proficiency in the use of relevant computer applications
- Good leadership and interpersonal skills
- Ability to lead and work in teams
- Goal-oriented, organized team player
- Excellent verbal and written communication skills
- Able to multi-task, prioritize, and manage time effectively
- Proficient computer skills, Microsoft Office Suite (Word, PowerPoint, Outlook, and Excel)

MINIMUM REQUIRED QUALIFICATION AND EXPERIENCE

- Bachelor's Degree in Business, Administration, or related field;
- Three to five (3-5) years of previous experience in marketing or business development;

SPECIAL CONDITIONS ASSOCIATED WITH THE JOB

- Working in a high-risk environment.
- General office environment with standard office equipment available.
- Extensive traveling required

Kindly submit cover letter and resume no later than **Friday, November 15, 2024** to:

**Senior Director, Human Resource Management and Administration
Department of Correctional Services
5-7 King Street,
Kingston**

The Department of Correctional Services thanks all applicants for their interest, but only those shortlisted will be contacted.