



SUPERVISORY JOB DESCRIPTION

JOB TITLE:	CASTROL BRAND REPRESENTATIVE	LOCATION:	HEAD OFFICE
REPORTS TO:	MARKETING & SALES MANAGER	JOB CODE:	06-01-17-79
DIVISION:	-	GRADE:	06
DEPARTMENT:	MARKETING & SALES	SECTION:	-

1. SUMMARY STATEMENT:

Responsible for ensuring that the Castrol products, services and products lines resonate with current and potential customers; driving the growth of the brand within the Company; and to targeted markets.

2. NATURE AND SCOPE OF THE JOB

The **Castrol Brand Representative** is responsible for ensuring that the products and services under his domain resonate with the current and potential customers and in this regard must continuously to monitor market trends and keep a close eye on competitive products in the market place and serve as the point-person for developing, implementing and executing marketing initiatives and activities for their particular brand.

The **Incumbent** must monitor product distribution and consumer reactions through focus groups and market research.

The **Incumbent** is also required to research consumer markets, monitor market trends and identify potential areas in which to invest, based upon consumer needs and spending habits.

The **Castrol Brand Representative** must monitor competitors' activities to identify opportunities and key issues, and lead creative development and create motivating stimulus to get targeted population to take action.

3. PRINCIPAL ORGANISATIONAL RELATIONSHIPS:

(The incumbent relates to the following areas/titles internally and externally within the Nature and Scope of the Job)

<u>AREA/TITLE:</u>	<u>RESPONSIBILITY:</u>
INTERNAL:	
Marketing & Sales Manager	To discuss and plan for campaigns (print, web, social media, broadcasts, etc.), events, corporate responsibility programmes and sponsorships; to establish performance specifications, cost and price parameters, market applications and sales estimates.
Bulk Sales Executive/ Retail Sales Executive	To stay up-to-date on new products, showing samples or catalogs; to monitor product distribution and consumer reactions; to brainstorm new and innovative growth strategies.
Marketing Executive	To oversee marketing and advertising activities to ensure consistency with product line strategy.
Strategic Team	To discuss with and measure and report performance of all marketing campaigns; to assess attainment of goals and targets; to align GuyOil around the brand's direction, choices and tactics.
Sales Supervisor	To translate brand strategies into brand plans, brand positioning and got-to-market strategies.

Service Staff

To coach the team on selling strategies to get the best from the staff; to align staff around the brand's direction, choices and tactics.

EXTERNAL:

Clients/Customers

To assess customer needs, meet quality standards for services, and evaluate customer satisfaction; to decide on (and investigate) complaints from customers and decide on action to be taken in keeping with the Company's policy; to respond to queries, provide information and assist in resolving complaints.

4. DUTIES, WORK FIELD, TRAITS:

D U T I E S R E S P O N S I B I L I T I E S R E Q U I R E D	JOB TITLE: Castrol Brand Representative		JOB CODE: 06-01-17-79																																																																													
	DESCRIPTION OF DUTIES: PLANS, DEVELOPS and DIRECTS marketing efforts for a particular brand or product. CREATES strategies to take advantage of market opportunities. CONCEPTUALIZES strategic initiatives and implements details of a campaign. EXECUTES strategies with cross-functional teams. MANAGES external marketing partners such as advertising agencies, digital marketing firms and production companies. SUPERVISES brand content. MANAGES access to brand assets. DEVELOPS brand standards and usage guidelines. ASSISTS integration of campaigns with brand consistency. TRACKS consumer and market insights by reviewing metrics such as sales volume, market share, profit projections, pricing and distribution, and by conducting consumer research. ANALYZES sales data to update a brand or category portfolio. PARTICIPATES in brand strategy discussions and COLLABORATES with the creative team to ensure strategic objectives are met. WRITES reports, specifications and creative briefs.																																																																															
The above responsibility statements identify specific duties necessary to attain GuyOil's overall objectives while not precluding the jobholder from carrying out other related activities that may be inherent in the job.																																																																																
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5. SUPERVISORY JOB DESCRIPTION EVALUATION: QUALIFICATIONS PROFILE

FACTORS		SUBSTANTIATING DATA	DEGREES	POINTS
1	EDUCATION	Certificate in Management/Marketing. Ability to plan strategies and execute marketing designs and activities. Knowledge of Microsoft Office Suite.	3	51
2	EXPERIENCE/JOB KNOWLEDGE	Knowledge of brand marketing to promote Castrol brand activities and strategies to establish and maintain Castrol brand. Ability to design product strategies and road maps.	3	49
3	SUPERVISION	The Incumbent plans and monitors the carrying out of successive steps and handles problems and deviations in the work assignment in accordance with policies, procedures and guidelines of the Marketing Agreement.	3	26
4	RESPONSIBILITY FOR MATERIALS, CASH, ETC	Responsible for ensuring that the Castrol products, services and products lines resonate with current and potential customers; driving the growth of the brand within the Company; and to targeted markets.	2	37
5	COMPLIANCE	The Incumbent adheres to a set of rules and procedures governing marketing responsibilities to develop and execute marketing programmes that increase brand identity and brand awareness of Castrol Products. Must also design product strategies and road maps.	2	35
6	QUALITY OF WORK	The Incumbent acknowledges marketing objectives, priorities and deadlines and directs and guides Strategic Team in dealing with complex interpretive situations.	2	33
7	ANALYTICAL SKILL	The Incumbent is required to research and determine product weaknesses and areas to be modified. Also conducts competitive strategic analysis, consumer segmentation, and consumer insight development.	2	31
8	TECHNICAL/ PROFESSIONAL	The Incumbent is required to brief and train Sales Representatives and coordinate the activities of Specialists involved in the brand positioning of the products.	2	29
9	INTERPERSONAL SKILL	Interpersonal contacts are varied from Brand Representatives to Customers, to educating employees about the brand's promise and identity standards to become effective brand champions.	1	42
10	MENTAL AND VISUAL DEMANDS	Above average attention to detail and interpreting data and information relevant to marketing. Must be up-to-date with the latest trends and marketing best practices.	2	25
11	WORKING ENVIRONMENT	The work environment has moderate risks or discomforts which require special safety precautions. May require protective clothing or gear. Frequent travel to customers and Service Stations is required.	3	40
LICENCES: Castrol Brand Licence			TOTAL	398
SIGNATURES:				
PREPARED BY: S.V. JONES ASSOCIATES		DATE:		
REVIEWED BY _____	DESIG. _____	DATE: _____		
APPROVED BY _____	DESIG. _____	DATE: _____		
APPROVED BY _____	DESIG. _____	DATE: _____		