

## Terms of Reference for Dy. Manager, Toyota Division

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| <b>Position Title</b>                                 | : Dy.Manager (Marketing)   |
| <b>Grade</b>  | : 8  |
| <b>Pay and Allowance</b>                              | : Nu 24,820-620-43,420(Basic Pay)+20% Corporate Allowance on basic pay<br><br>: Other Benefits: Other entitlements such as PBVA, Bonus are as per STCBL Service rules.   |
| <b>Type of Employment</b>                             | :Regular   |
| <b>Reporting</b>                                      | :HOD, Toyota Division  |
| <b>Qualifications</b>                                 | : BBA/BCOM (Marketing)   |
| <b>Duties and responsibilities and accountability</b> | <ul style="list-style-type: none"> <li>• Analyze current procedure and activities to identify and present opportunities for improvement of the sales unit.</li> <li>• Review work order to ensure that all actions have been documented accordingly to policies and procedures.</li> <li>• Initiate customer retention policy and program to improve revenue.</li> <li>• Maintain communication with head and share new ideas that may contribute to business growth.</li> <li>• Receive and review feedback from customers and follow up to ensure customers satisfaction;</li> <li>• Marketing campaign, Customer information system, follow-ups, reminders, touch and feel events should be organized on frequent basis.</li> <li>• Actions related to building PR should be explored through informal and informal channels as net working is the key to sales success.</li> <li>• Use IT platform and system analytics in a robust manner to note the changing customer behavior and take mitigation strategy.</li> </ul> |