



Office of the Services Commissions

(Central Government)

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CIRCULAR No. 11 **OSC Ref. C. 6222¹⁰**

10th January, 2023

Permanent Secretaries, Heads of Department and Chief Executive Officers are asked to invite applications from suitably qualified officers in their Ministries/Departments/Agencies to fill the following **vacant** posts in the **Postal Corporation of Jamaica**:

1. **Director, Business Development and Special Projects (GMG/SEG 3)**, salary range \$4,060,697 - \$5,461,186 per annum.
2. **Manager Sales and Marketing (GMG/SEG 2)**, salary range \$3,332,803 - \$4,482,249 per annum.

1. **Director, Business Development and Special Projects (GMG/SEG 3)**

Job Purpose

Under the direct supervision of the Senior Director, Operations, the Director, Business Development and Special Project will lead and oversee the development and growth of profitable new business; develop and maintain effective key customer/client relationships as well as ensure business growth through directing and managing business development activities and Special Projects to improve profitability, in keeping with the mandate of the organization. Director, Business Development and Special Projects Unit will be required to work closely with the Commercial Service and Marketing Unit to achieve established strategic/operational objectives within the Corporation, Department and the wider Postal Industry.

Key Responsibilities

Management/Administrative:

- Provides strategic direction and advice to the Senior Director of Operations on changes relating to commercial services and policies;
- Provides strategic advice on services to be developed and implemented such as e-commerce, counter automation;
- Presents Business Development Plan to Chief Executive Officer, Senior Director, Operations and Board Members;
- Reviews constantly the strategies for achieving the best marketing strategies;
- Participates in the strategic and operational planning processes for the Corporation;
- Liaises with Marketing and Sales Units to ensure brand consistency and increased sales;
- Establishes and implements systems for reporting of work done against stated and agreed Work Plans;
- Attends Departmental Meetings, conferences and seminars.

Technical/Professional:

Business Development

- Identifies business prospects and partnerships;
- Develops a growth strategy focused both on financial gain and customer satisfaction;
- Conducts research to identify new markets and customer needs;
- Develops negotiating strategies and positions by studying integration of new venture with company strategies and operations; examining risks and potentials;
- Arranges Business Meetings with prospective clients and provides feedback to the Director, Commercial Services and Marketing;
- Initiates and develops relationships with key prospects to identify and meet prospects' business needs;
- Maintains relationships with clients to ensure project success;
- Captures prospect and market needs and trends and consults with Executive Leadership and Internal Teams for solution development;
- Creates, administers, and implements the business development strategies and tactics for the Corporation;
- Promotes the Company's products/services, addressing or predicting clients' objectives;
- Establishes formal sales processes in order to keep a Team on track and provides the best opportunity to close a sale;

- Establishes databases of pertinent information for use in analyzing Financial Plans and Forecasts;
- Responds to Request for Proposals (RFP), reviews Regional Statistical Reports and Contractual Agreements and works with the Commercial and Marketing Team to write Proposals and Statement of Works (SOW), including the preparation of Project Budgets;
- Develops and monitors performance indicators for the business development process;
- Provides specific expertise and relevant experience into the product and services portfolio and strategic planning process as needed;
- Prepares Service Contracts ensuring agreed terms and conditions are clearly reflected;
- Analyses the Financial Report on all services provided to Corporation/Department and provides recommendations.

Special Projects:

- Directs and integrates the activities of single or multiple, major project operations; ensures that project efforts are generally cohesive, consistent, and effective in supporting the Corporations Mission, Goals and Strategic Plan/Objectives;
- Prepares and reviews, in conjunction with the Director, Commercial and Marketing Terms and general conditions of all projects to be adopted and implemented;
- Ensures that effective communication is maintained with the executing and planning partners on an ongoing basis throughout the various stages of the project cycle;
- Maintains strict adherence to the budgetary guidelines as well as quality, safety and security standards;
- Inspects sites/venues hosting each Project periodically;
- Participates in the development of policies, strategies, and operating objectives and ensures that they are consistent within the Organization and the broader industry to support the timely implementation of the project;
- Participates in and oversees the development, implementation, and maintenance of individual project objectives and short and long-range plans; develops tracking and evaluation programmes to assist in the accomplishment of established project goals and objectives;
- Manages and administers a large, diverse team of professional/technical and support staff, both directly and through lower-level managers and supervisors, if required;
- Manages the working relationships on behalf of the Corporation with external stakeholders;
- Consults, co-ordinates, and serves as a key liaison between the Corporation, Ministries, Agencies and Department on strategic matters of policy relating to the implementation of the project(s);
- Collaborates with Directors to establish programmatic goals and priorities for the Industry;
- Develops and manages Annual Budgets for the Project and performs periodic cost and productivity analyses;
- Recommends and participates in the development of the Corporation's wider policies and procedures and; may serve on Corporation's Planning and Policy-making Committees;
- Develops and administers Budgets and Business Plans for project development and deployment at an institutional level;
- Maintains currency of knowledge with respect to the Corporation's strategic directions and plans;
- Leads Special Projects that the Corporation embarks upon from time to time;
- Conceptualises and develops the scope and Project Plan for Special Corporate Projects collaboration with the CEO and Director;
- Follows through to implement Special Projects from procurement and management of consultants and other resources through to evaluation and monitoring of results and/or impact;
- Provides Project Management expertise/support to Divisions;
- Provides intermittent updates and reports to the Director on the progress of projects, obstacles being faced and recommendations for shifts and adjustments as appropriate.

Human Resource:

- Participates in recruitment, transfers, promotions and leave of staff;
- Ensures the developmental and welfare needs of staff are identified and addressed;
- Assesses training needs and collaborates with the Human Resource Unit in implementing service-related training programmes for postal staff islandwide;
- Participates in the delivery of on-the-job, service-related training for Regional Managers, Branch Managers and Postal Staff;
- Monitors and evaluates service-related performance of staff in Post Office locations and recommends corrective actions where necessary;
- Provides leadership and guidance to direct reports through effective planning, delegation, communication, training, mentoring and coaching;
- Establishes and maintains a system that fosters a culture of teamwork, employee empowerment and commitment to the Branch's and Department's goals;
- Fosters an atmosphere of trust, high ethical and confidentiality standards;

- Performs any other related duties that may be assigned by the Senior Director from time to time.

Required Knowledge, Skills and Competencies

Core:

- Excellent oral and written communication skills
- Customer and Quality Focus
- Methodical
- Good problem-solving and decision-making skills
- Teamwork and co-operation
- Impact and Influence
- Ability to use own initiative
- Goal/Results oriented
- Integrity
- Compliance
- Adaptability
- Good interpersonal skills

Functional/Technical

- Strategic Vision
- Financial and Business Acumen
- Analytical thinking skills
- Use of Technology
- Good planning and organizing
- Excellent leadership skills
- Technical skills
- People Management
- Managing Partnership
- Change Management
- Managing the client interface
- Managing external relationships
- Demonstrable confidentiality, diplomacy, discretion and integrity at all times
- Sound knowledge and understanding of Government machinery, systems management and performance monitoring for regulatory bodies in Jamaica
- Sound knowledge and understating of Government procurement and contract management
- Sound knowledge and understating of planned change management techniques, practices and applications
- Thorough understanding of and ability to review and assess financial reports to determine discrepancies and/or areas of opportunities for efficient financial management and revenue generation
- Working knowledge of relevant computer applications
- Excellent knowledge of Business Development with proven ability to develop and implement a Business Plan
- Excellent Project Writing, Appraisal and Monitoring and Evaluation skills
- Knowledge of the Public Bodies Management and Accountabilities Act
- Knowledge of Project Management
- Knowledge of Business Forecasting
- Knowledge of Universal Postal Union Security Standards
- Knowledge of Post Office Act (1941)
- Knowledge of Financial Administration and Audit (FAA) Act and its instruction

Minimum Required Qualification and Experience

- Bachelor's Degree in Business Administration or other equivalent professional qualification from an accredited tertiary institution;
- Specialized training in Project Writing, Appraisal, Monitoring and Evaluation and General Project Management;
- Proven working experience as a Business Development Manager, Sales Executive or a relevant role;
- Proven sales track record;
- Proficiency in MS Office and CRM software (e.g. Salesforce);
- Three (3) to five (5) years' experience in Project/Programme Management;
- Three (3) years' experience at a Senior Management level.

Special Conditions Associated with the Job

- May be required to work long and unscheduled work hours to meet critical deadlines;

- This position requires that the post holder be on call 24 hours per day;
- A valid Driver's Licence and ownership of a motor vehicle is required for this post

2. Manager Sales and Marketing (GMG/SEG 2)

Job Purpose

The Sales and Marketing Manager is responsible for researching and developing marketing opportunities as well as planning and implementing sales and marketing campaigns to meet the revenue growth targets of the Postal Corporation of Jamaica (PostCorp) in keeping with its mandate.

The incumbent is responsible for ensuring that the Organization maintains and gains a competitive and innovative edge by maximizing sales potential.

Key Responsibilities

Management/Administrative:

- Manages the Annual Sales and Marketing Budget as well as analyzing Actuals to Budget on a monthly basis;
- Participates in the Strategic and Operational Planning of the Organization;
- Develops Work Plans for direct report;
- Attends Departmental Meetings, conferences and seminars as instructed by the Director, Commercial Services and Marketing;
- Guide the day-to-day activities of the Marketing Team;
- Provides tools and materials to enable the Sales Team to function effectively.

Technical/Professional:

- Plans and executes a sales and marketing strategy for the Organisation consistent with new and existing products or service to expand PostCorp's customer-base and ensure its strong presence;
- Develops and executes sales and marketing strategies and plans to communicate the benefits of products and services to prospective customers;
- Reviews continual changes to the market, consumer trends and the activities of competitors, adjusting the Marketing Plan, if necessary;
- Liaises with individual Units to ensure brand consistency and increased sales;
- Develops a brand strategy in keeping with the Organisation's objectives;
- Sets and administers an Annual Sales and Marketing Budget;
- Manages and refines the Organisation's Social Media presence;
- Manages and measures marketing campaign costs;
- Develops and maintains Daily, Weekly, Monthly and Quarterly Reports and Key Performance Indicators;
- Utilizes data for marketing campaigns, interrogating the Organisation's databases and external data;
- Assists with identifying new business opportunities and communicates same to supervisor;
- Conducts market research studies and makes presentations;
- Negotiates with Media Agencies and secures agreements on the production of promotional materials;
- Identifies emerging markets and market shifts while being fully aware of new products and competition status;
- Monitors the sales cycle to ensure that activities are on track and or aligned to the Business Plan;
- Establishes and achieves sales goals, metric and milestones. Tracks and reports on progress and success;
- Defines and delivers techniques to improve the performance for sales management;
- Pitches capabilities and communicates unique selling proposition based on prospect's needs and PostCorp's solutions;
- Refines customer segmentation, assists regional management and direct reports, to create a plan to enhance sales and customer engagement/acquisition processes at the local level;
- Participates in cross-functional teams on Strategic Projects;
- Develops entry level staff into valuable Sales Officers;
- Addresses customers' issues/queries or concerns;
- Creates and customizes presentations and other sales materials;
- Performs any other related duties as directed by the Director, Commercial Service and Marketing.

Human Resource:

- Monitors and evaluates the performance of direct report and recommends corrective actions where necessary;
- Provides leadership and guidance to direct reports through effective planning, delegation, communication, training, mentoring and coaching;
- Establishes and maintains a system that fosters a culture of teamwork, employee empowerment and commitment to Entity's goals;
- Fosters an atmosphere of trust, high ethical and confidentiality standards.

Required Knowledge, Skills and Competencies

- Good oral and written communication skills
- Customer and Quality Focus
- Methodical
- Good problem-solving and decision-making skills
- Teamwork and co-operation
- Impact and Influence
- Ability to use own initiative
- Goal/Results oriented
- Integrity
- Compliance
- Adaptability
- Good interpersonal Skills

Functional/Technical:

- Strategic Vision
- Financial and Business Acumen
- Analytical thinking skills
- Use of Technology
- Good planning and organizing skills
- Good leadership skills
- People Management
- Managing Partnership
- Change Management
- Managing the client interface
- Managing External Relationships
- Technical skills
- Sound knowledge of business and management principles involved in strategic planning, resource allocation and production methods
- Sound knowledge of principles and methods for showing, promoting, and selling products or services
- Proficiency in Microsoft Office Suite and other programme applications appropriate to assigned responsibilities
- Good knowledge of Government/Department's policies and procedures
- Knowledge of Records Management principles and practices
- Knowledge of Industry best practices
- Knowledge of the PostCorp products and Services
- Knowledge of Government policies and practices
- Good knowledge of the Post Office Act, Universal Postal Union Guidelines and Customs Act and Regulations

Minimum Required Qualification and Experience

- Bachelor of Science Degree in Sales and Marketing, Business Administration or related field with four (4) years' experience in the Industry with proven work experience in the field.

Special Conditions Associated with the Job

- Works in standard office building environments;
- Must be able to lift up to 50 lbs on occasion;
- Must be able to pack and assemble tradeshow booth;
- Must be willing to travel a few times per year (5% travel) and work overtime when required
- Regular travelling locally.

Applications accompanied by résumés should be submitted **no later than Monday, 23rd January, 2023 to:**

Director, Human Resource Management and Development
Post and Telecommunications Department
6-10 South Camp Road
Kingston, CSO

Email: hrunit@jamaicapost.gov.jm

Please note that only shortlisted applicants will be contacted.

Please ensure that a copy of this circular is placed at a strategic position on the Notice Board of the Ministry/Department/Agency and brought to the attention of all eligible officers.



Merle I. Tam (Mrs.)
for Chief Personnel Officer