



SALES PLANNING & MARKETING MANAGER BARATARIA BRANCH

The Sales Planning and Marketing Manager is responsible for planning, organizing and monitoring Sales and the Marketing team to adapt to long-term business plan and talent management. The incumbent is responsible for managing the development and execution of external and internal promotional activities, within budget and meeting company targets.

KEY RESPONSIBILITIES:

1. Creating New Vehicle Sales budget and implementing cost control measures – Adhering to and managing the department's budget.
2. Responsible for the developing Sales & Marketing policies and procedures, ensuring these Standard Operating Procedures are documented, communicated to staff and enforced.
3. Generate sales retention through marketing objectives.
4. Developing clear sales and marketing strategies that achieve TTTL's annual sales/profit.
5. Updated monthly targets at mid-month timing in conjunction with Sales Management.
6. Analyzing and evaluating all marketing activities and submitting Monthly Marketing Reports.
7. Analyzing price positioning of each model in the market through conducting CEP (spec comparison) & price negotiation.
8. Responsible for compiling and monitoring the Marketing Department's allocated budget.
9. Developing and implementing internal marketing campaigns.
10. Overseeing the process of clearing vehicles from the port and bond.
11. Ensuing compliance with TTTL's Occupational Health and Safety Management Systems.

CORE COMPETENCIES

- Strategic Leadership Skills
- Critical Thinking & Problem-Solving Techniques
- Strong Communication & Interpersonal Relations
- Data Processing & Analytical Skills
- People Management Skills
- Report & Technical Skills

QUALIFICATIONS & EXPERIENCE

- First degree in Sales/Marketing or related field.
- 2 years' Sales Planning experience.
- 3 years' Supervisory/Management experience.
- 2 years' experience in Logistics.
- Proficient in the use of CDK dealer software.

HOW TO APPLY

Applications can be sent to careers@toyota-trinidad.com by **April 28, 2026**.