



PAL INVESTMENT LTD

Phone +211 924 778 500

E-mail Info@palinvestmentitd.com

Website www.palinvestmentitd.com

Job Advertisement: Sales & Marketing Manager

Position: Sales & Marketing Manager

Company: Pal Investment Ltd Location: Juba, South Sudan Industry: Manufacturing

About Us

Pal Investment Ltd is a leading manufacturing company in South Sudan, dedicated to delivering high-quality products that meet market needs while driving industrial growth in the region. We are seeking a dynamic **Sales & Marketing Manager** to spearhead our commercial operations, expand market presence, and deliver strong business growth.

Key Responsibilities

- Develop and execute sales and marketing strategies aligned with company objectives.
- Drive revenue growth through market expansion, customer acquisition, and retention.
- Conduct market research to identify new opportunities, customer needs, and competitive trends.
- Establish, maintain, and strengthen relationships with key clients, distributors, and partners.
- Lead, mentor, and manage the sales and marketing team to achieve set targets.
- Plan and oversee promotional campaigns, product launches, and brand positioning.
- Prepare and present regular sales forecasts, reports, and performance updates to management.
- Collaborate with production and supply chain teams to ensure efficient product availability.
- Ensure adherence to pricing strategies, company policies, and regulatory compliance.

Key Performance Indicators (KPIs)

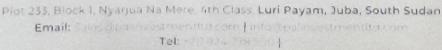
• Sales Revenue Growth: Achieve at least 75% increase in months sales (targets to be agreed).

• Market Share Expansion: Grow company market share by 80% months.

• Customer Acquisition: Secure a minimum of 100 new key accounts

Month.

· Customer Retention Rate: Maintain 90%+ client retention anno





PAL INVESTMENT LTD

Phone +211 924 778 500

E-mail Info@palinvestmentItd.com

Website www palinvestmentItd.com

- Brand Visibility: Execute at least 4 major marketing campaigns annually with measurable impact.
- Sales Team Performance: Ensure 80%+ of team members meet or exceed their sales targets.
- Forecast Accuracy: Maintain at least 85% accuracy in sales forecasts vs actual
 performance.

Qualifications & Experience

- Bachelor's degree in marketing, Business Administration, Sales, or a related field (Master's degree preferred).
- Minimum of 5 years' proven experience in sales and marketing leadership, preferably in the manufacturing sector.
- Strong track record of meeting and exceeding sales targets.
- Excellent leadership, communication, and negotiation skills.
- In-depth knowledge of local and regional market dynamics.
- Ability to drive a vehicle or Motorcycle is a plus
- Proficiency in digital marketing tools and CRM systems is an added advantage.

How to Apply

Interested candidates should submit their CV and a cover letter clearly stating how they meet the requirements to HR@PALINVESTMENTLTD.COM or hand deliver to our office in Nyarjua Na Mere, Plot 233 Block 1, Luri Payam, Juba County by 15th October 2025.

Please indicate "Sales & Marketing Manager" in the subject line.

Female candidates are strongly encounted to apply and the strongly encounted to apply the strong to apply