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12/1/2025



PAL INVESTMENT LTD

INSPIRING INNOVATION

Phone +211 924 778 500

E-mail info@palinvestmentltd.com

Website www.palinvestmentltd.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 monthly/quarterly sales** (targets to be agreed).
- **Market Share Expansion:** Grow company market share by **80% within 12 months**.
- **Customer Acquisition:** Secure a minimum of **100 new key accounts per Month**.
- **Customer Retention Rate:** Maintain **90%+ client retention annually**.



PLOT 233, BLOCK 1, NYARJUA NA MERE, 4TH CLASS, LURI PAYAM, JUBA, SOUTH SUDAN

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- **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 **15<sup>th</sup> October 2025**.

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

Female candidates are strongly encouraged to apply



Plot 233, Block 1, Nyarjua Na Mere, 4th Class, Luri Payam, Juba, South Sudan

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