

Terms of Reference (ToR)
Sales & Marketing
CTC Center for Marine Conservation

About Coral Triangle Center (CTC)

The Coral Triangle Center (CTC) is a foundation based in Bali with a regional scope and global impact. CTC works closely with local communities, the private sector, governments, and partners to strengthen marine resource management in the Coral Triangle to protect coral reef ecosystems and ensure sustainable livelihoods and food security. CTC supports on-the-ground conservation in Nusa Penida in Bali, Banda Islands in Maluku, and Atauro in Timor-Leste.

Coral Triangle Center is developing its Center for Marine Conservation (CMC) in Bali, an integrated learning space for training programs, outreach activities, and artistic and cultural performances to influence millions of people to care for our oceans and those that depend on it. CTC leads regional learning networks of women leaders, local government executives, and marine protected area practitioners in Indonesia, Malaysia, the Philippines, Papua New Guinea, Solomon Islands, and Timor-Leste. CTC is also a certified training center of Indonesia's Government - Ministry of Marine Affairs and Fisheries (MMAF) and an official partner of the Coral Triangle Initiative on Coral Reefs, Fisheries, and Food Security (CTI-CFF).

Essential Functions:

The CMC Sales & Marketing will be mainly responsible for the following:

1. Assimilate with CMC service products;
2. Implement the sales and marketing strategy in promoting CTC Center for Marine Conservation, which include but not limited to:
 - Gathering sales data and providing support for analysis on service products
 - Keeping track of accounts & maintain good relations with partners/customers including performing regular sales calls
 - Developing cross promotions and promotional campaigns, including digital and social media marketing
3. Reach the sales target as stipulated in the annual Workplan & Budget, which include but not limited to:
 - Gaining new partners to have a sales agreement for CMC products
 - Conducting regular pop-up bazaars/events
 - Managing online sales of CMC's products through CTC website and marketplace platforms
 - Being sales person on duty for CMC's products and CTC-CMC events
4. Supports the product development and assessment process of educational projects at CTC Center for Marine Conservation (CMC)
5. Supports daily operation at CTC Center for Marine Conservation.

Required knowledge and skills:

1. Minimum Diploma Degree, preferably in marketing, sales, business, or related field.
2. Fluent in English both speaking and writing.
3. Proven work experience in sales and marketing.

4. Excellent communication and networking skills.
5. Ability to build and maintain a partnership.
6. Experience in Eco-tourism will be an advantage
7. Familiar with marine issues or Environmental Education will be an advantage

Reporting and Coordination Lines:

CMC Sales & Marketing will report directly to CTC's Business Development Specialist and work closely with the Executive Director to ensure the sales target is achieved.

Working Condition:

- CMC Sales & Marketing will be based in Bali.
- Requires evening and weekend work to achieve program goals.
- Ability to work effectively under pressure and meet deadlines.

Please send your CV and application letter to: hrecruitment@coraltrianglecenter.org
(Closing date for application: 18 September 2022)