



Functional Responsibilities:

Managing Director:

- Provide strong, clear leadership to the organisation
- Provide internal leadership direction to personnel
- The appointment and management of key personnel
- Ensuring the effective and efficient functioning of all divisions
- Formulating and implementing company policy
- Adopt new strategies that will lead to profitable growth
- Developing strategic operating plans for long-term objectives
- Monitoring operational planning and financial control systems
- Monitoring and maintaining the overall operational performance
- Final approval of all relevant documents

Sales:

- Attending sales meetings, conferences, and events
- Handling clients in a professional manner
- Providing clients with suitable product information
- Dealing with complaints and issues
- Retain the most updated information on all products
- Maintain customer service quality
- Building and maintaining rapport with clients
- Liaising and strengthening relationships with clients
- Preserving sensitive and confidential information

Administration:

- Ensure the smooth running of the office environment
- Provide management information and support
- Maintaining office supplies inventory
- Preparing official correspondence and copy
- Limited employee payroll duties
- Photocopying, editing, laminating
- Gathering research and information for the MD
- Ad hoc duties as required

Accounts & Logistics:

- Preparing financial statements and maintaining reports
- Examining accounts and financial control systems
- Maintaining accounts payable, receivable and payroll
- Carrying out the logistics of an e-commerce store
- Stock dispatch, packing, and shipping

Web Development:

- Creating and supporting websites using standard practices
- Constant communication to develop and deploy content
- Research and maintain different software programs
- Implementing contingency plans in case the site goes down
- Maintaining and expanding/enhancing the website
- Develop strategies to increase search engine results rankings
- Research SEO keywords to use in website and marketing

Graphic Design:

- Prepares work to be accomplished by gathering information
- Plans concept by studying information and materials
- Leverage creative knowledge to develop new campaigns
- Work in collaboration across different departments
- Designing visual concepts using graphic design tools
- Revising a design or project deliverable to meet specifications
- Achieve or exceed relevant objectives based on briefs
- Providing marketing graphics and material artwork

Marketing:

- Recommend advertising concepts and creating unique ideas
- Involve all aspects of the company in advertising
- Independently promoting the products and treatment
- Writing targeted content for website and blogs
- Assisting in the distribution of subscriber newsletters
- Reporting on success by monitoring key metrics
- Creating content for social media channels
- Responding to marketing queries via email or social media
- Keeping abreast of industry trends