



Dream Job Web

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Sales and Marketing Officer

Description

Our client, Australian Flower Group, is seeking an experienced sales/marketing officer to join their team in Footscray, Victoria. As the Sales and Marketing Officer, you will be responsible for developing and implementing strategic sales and marketing plans to expand our client base, increase revenue, and enhance brand awareness.

Responsibilities

- Develop and execute national sales strategies to increase B2B client engagement.
- Oversee digital and traditional marketing campaigns tailored to the floral and event industry.
- Manage and analyse market trends, competitor activities, and customer data to inform business strategy.
- Maintain and grow relationships with wholesale clients, florists, and commercial partners.
- Lead a small sales and marketing team, providing direction, KPIs, and training.
- Represent the company at trade shows, expos, and key industry events.
- Report to the Director on sales performance and business development outcomes.

Qualifications

- A Bachelor's degree or higher in Marketing, Business, or related field.
- At least 2 years of full-time experience in sales and marketing role (preferably in perishable goods, floral, or FMCG sectors).
- Self-driven, and comfortable working independently.
- Driven to improve the brand and increase the performance target
- Proven ability to lead successful marketing campaigns and manage sales pipelines.
- Strong understanding of market research, digital marketing tools, and branding strategies.
- Excellent communication, negotiation, and interpersonal skills.
- Demonstrated experience working in a target-driven environment.
- Ability to work independently and manage multiple projects simultaneously.

Job Benefits

- A growing company with strong industry reputation.
- Opportunity to shape national marketing strategies.
- Supportive team environment and long-term career opportunities.

About Company

Australian Flower Group is a leading flower trading and wholesale company based in Melbourne, Victoria. They are specialising in sourcing, importing, and distributing fresh flowers to florists, supermarkets, and events businesses across Australia.

Hiring organization

Australian Flower Group

Employment Type

Full-time

Industry

Sales / Management

Job Location

Footscray, 3011, Melbourne, Victoria

Base Salary

AUD\$ 77000 - AUD\$ 80000 per annum plus 12% Superannuation

Date posted

June 13, 2025

Valid through

13.07.2025

With a passion for floral excellence and customer service, they are now seeking an experienced and innovative Sales and Marketing Officer to lead their growth initiatives.