



# WE'RE HIRING!

## Sales & Marketing Manager

Cristallo is a leading provider of marine construction, heavy vehicles for rentals and logistics, catering to a diverse range of industries including construction and infrastructure development. With a focus on delivering top-tier products and exceptional customer service, we are committed to being at the forefront of the marine construction and heavy machinery industry.

### Location:

Cristallo Private Limited (Main Office)

### Role Overview:

As the Sales and Marketing Manager, you will play a critical role in driving revenue growth through strategic sales and marketing initiatives. You will lead the team, working closely to identify and capitalize on sales opportunities in the heavy equipment sector. This position requires a dynamic individual who is a skilled negotiator, has a creative eye for design, and is proficient in telemarketing strategies. You will report directly to senior management and will be pivotal in our planned expansion.

### Key Responsibilities:

- Develop and implement strategic sales plans to achieve company goals and targets.
- Conduct market research and competitor analysis to identify new sales opportunities.
- Oversee client meetings, negotiations, and closing high-value deals.
- Monitor and analyze sales performance metrics, adjusting strategies as needed.
- Create and execute comprehensive marketing campaigns to promote company products/services.
- Collaborate with the team to develop promotional materials, advertisements, and other marketing collateral.
- Design and produce engaging graphics for digital and print media, ensuring brand consistency.
- Manage the company's online presence, including website, social media, and email marketing campaigns.
- Analyze market trends and customer feedback to refine marketing strategies.
- Develop and implement telemarketing strategies to generate leads and increase sales.
- Manage telemarketing scripts and call lists, ensuring they are up-to-date and effective.

**Salary:**  
**Negotiable**



## Requirements:

- In-depth knowledge of heavy vehicles and construction machinery such as cranes, excavators, large trucks, dump trucks, bobcats, and dredgers is a must and will be considered first.
- Bachelor's Degree in Business Administration, Marketing, or a related field (sufficient work experience especially in the construction industry dealing with heavy vehicles will be taken into consideration).
- Minimum 3 years of experience.
- Proven track record of successful sales and marketing management, preferably in the heavy equipment or related industry.
- Strong leadership and team management skills.
- Excellent communication, negotiation, and interpersonal abilities.
- Proficiency in graphic design software (e.g., Adobe Creative Suite, CorelDraw) and telemarketing tools.
- Ability to thrive in a dynamic, target-driven environment.
- Fluent in English, must be able to effortlessly communicate with clients and business partners.
- Must be able to work under high pressure at times to meet deadlines.

## How to Apply:

Interested candidates please email [hr@cristallomaldives.com](mailto:hr@cristallomaldives.com) with your CV, Certificates, and necessary documents, ID card front, Police report, and any other relevant documents including reference letters.

**Salary:  
Negotiable**