



## Christian Books Melanesia Inc.

**Position:** Office of General Manager  
**Location:** National Sales and Marketing Manager  
**Reports to:** Papua New Guinea  
**Work Schedule:** General Manager  
**Supervises:** 8am - 4:30pm, Sat 8-12pm  
Bookshop Managers and Wholesale Manager

1. To report to the General Manager and be responsible through him to the Board of Directors for the operating of a successful literature and stationery retail network of Bookshops, relevant use of the CBM web site and the wise use of the advertising budget to achieve the desired outcomes for CBM.
2. To be responsible for promotion and advertising campaigns as required.
3. To ensure CBM increases its presence via the web site that is relevant and up to date with product and other information of interest to the general public and customer base.
4. To oversee the stock profiles maintained by organization to ensure relevance to the CBM objectives and coverage of stock to meet those objectives.
5. Ensure CBM understands and maintains relevance to as many different parts of PNG and its people, whether urban or bush based.
6. To be responsible for training Bookshop Managers and staff in all matters pertaining to Sales & Marketing, including shop layout and attractive and orderly display of goods, staff attitudes, appearance and customer relations, sales techniques and product knowledge.
7. Train and encourage staff in the promotion, sale and distribution of Christian materials, literature, literacy materials, stationery and electronics through Churches, Schools and Local Communities.
8. Train staff to identify the different customer categories and maintain strategies to manage outcomes for each category.
9. To provide training and put in place procedures to ensure the regular and systematic selection of relevant stock by the Bookshop Managers with emphasis on those items having a quick turnover.
10. To work closely with Warehouse Manager and HO in monitoring relevance of stock selected by Managers and ensure minimum delays in the processing of orders.
11. To work closely with the Financial Manager to ensure, as far as possible, an even cash flow, avoiding major highs and lows at any one time.
12. To liaise with the Publications Manager regarding stock levels and requests for CBM publications to meet specific needs.
13. To ensure a fair and equitable distribution of stock to all branches and the avoidance of stock-piling of supplies, thereby freeing up Working Capital, and enhancing sales in all branches.
14. To visit each branch at least once a year to provide training, help, pastoral care and encouragement in the implementation of the above and also to ensure that the procedures laid down in the Operations Manual are being followed.

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**Head Office & Publications**

Barigu Rd., Wewak, E.S.P.

*Mailing Address:*

PO Box 488, Wewak, E.S.P.

Papua New Guinea

Phone: (675) 456 2300

Fax: (675) 456 1998

Email: [web@cbmpng.org](mailto:web@cbmpng.org)

Web: [www.cbmpng.org](http://www.cbmpng.org)

Visit us in: Lae, Madang, Mt Hagen, Port Moresby, Popondetta, Vanimo and Wewak



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### Job Requirements.

1. Ability to communicate in Tok Pisin.
2. Strong Christian commitment and mission / ministry focus
3. Letter of recommendation from church (essential). (If existing staff, no need)
4. Stable personality, adaptable and able to work under stress.
5. Minimum 5 years' experience and managerial responsibility in a similar role
6. Knowledge of publishing Christian books, printing, book-selling, distribution and retailing.
7. Tertiary education preferred or at least 10 years of working experience.
8. Computer literate.
9. Maintain customer database and good customer service.
10. An ability to understand and appreciate financial responsibilities.
11. Ability to train others and encourage, mentor & empower them.
12. Willingness to travel across the country.

\*\*\*\*\*To Apply\*\*\*\*\* Provide a current CV (3 pages) with referees. Testimony of your relationship with God. Cover Letter (not exceeding 1 page)

Send CV to [gm@cbmpng.org](mailto:gm@cbmpng.org)

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