

SSLPR17 Sales, Marketing and E-Commerce Manager

1. Job role

TCF sub-sector	Leather Goods Manufacturing
Functional area	Sales and Customer Service
Job role	SSLPR17 Sales, Marketing and E-Commerce Manager
Job role description	Leads sales growth, brand development and digital commerce strategy within a leather goods manufacturing enterprise. Responsible for domestic and export sales performance, marketing campaigns, customer relationship management, e-commerce platform management and alignment of market demand with production capacity.
Performance expectations	• Achieve revenue and sales growth targets • Expand domestic and export market reach • Maintain brand positioning and market competitiveness • Ensure effective online sales channel performance • Strengthen customer relationships and retention • Align sales forecasts with production planning
Specialisation	• Export market development • Digital marketing strategy • E-commerce platform optimisation • Brand and product portfolio management
Application in other Textile, Clothing and Footwear (TCF) sectors	Transferable to senior sales and marketing roles in apparel, footwear, textile product and broader consumer goods manufacturing sectors.

2. Key tasks and critical work functions

Key tasks	• Develop and implement sales and marketing strategy • Set revenue targets and monitor sales performance • Manage domestic and export customer accounts • Oversee e-commerce platforms and online marketplaces • Develop digital marketing campaigns and content strategy • Conduct market analysis and competitor benchmarking • Coordinate sales forecasting with production planning • Manage trade shows, retail partnerships and distributors • Monitor pricing strategy and margin performance
Critical work functions	• Revenue generation and profitability growth • Brand positioning and market differentiation • Accurate demand forecasting and sales planning • Customer relationship management and retention • Digital channel performance optimisation • Strategic market expansion and diversification

3. Technical skills

Sales strategy development	Design and implement sales growth and market expansion plans.
Digital marketing	Manage SEO, SEM, social media and online advertising campaigns.
E-commerce platform management	Operate and optimise online stores and marketplace channels.
Customer relationship management (CRM)	Use CRM systems to manage customer data and sales pipelines.
Market analysis	Conduct competitor analysis and identify emerging market opportunities.
Export sales management	Understand export documentation, pricing and distributor management.
Pricing and margin analysis	Develop pricing strategies aligned with cost and profitability targets.
Sales forecasting	Produce demand forecasts to support production and inventory planning.

4. Generic Skills

Leadership	Lead sales and marketing teams toward performance targets.
Communication	Engage customers, distributors and internal stakeholders effectively.
Negotiation	Secure favourable commercial agreements and partnerships.
Analytical thinking	Interpret sales data and market trends.
Creativity	Develop compelling brand and campaign strategies.
Customer orientation	Ensure strong customer engagement and satisfaction.

5. Emerging skills

Emerging skills	• Sustainability-focused brand positioning • Integration of e-commerce analytics with ERP systems • Data-driven digital marketing optimisation • AI-driven customer engagement tools • International digital marketplace expansion
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6. VET Qualifications and Skill Sets

Entry-level preparation	BSB40820 Certificate IV in Marketing and Communication or equivalent.
Advanced development	BSB50620 Diploma of Marketing and Communication or equivalent of Advanced Diploma or bachelor's degree in marketing, business or commerce and / or short courses in digital marketing and e-commerce strategy.

7. Job progression

Possible job progression	Sales Representative / Marketing Coordinator → Sales and Marketing Manager → Sales, Marketing and E-Commerce Manager → General Manager / Commercial Director
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8. Classification

Australian Qualifications Framework	AQF Level 4-6
Australian Bureau of Statistics (ABS) Skill Levels	Skill Level 2
Open Source Classification of Occupations for Australia (OSCA)	Sales and Marketing Manager - Manufacturing context



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