

CS08 Director – Sales and Marketing

1. Job role

TCF sub-sector	Cross sector
Job role	CS08 Director – Sales and Marketing
Job role description	Leads the sales, marketing and market development functions of a textile, clothing or footwear enterprise. The role is responsible for developing brand strategy, sales channels and customer engagement initiatives that support the commercial success of product ranges. In the Australian TCF industry this role often integrates wholesale distribution, retail partnerships, direct-to-consumer channels and e-commerce platforms. The Director – Sales and Marketing works closely with product design, supply chain and operations teams to align product ranges with market demand, pricing strategies and distribution channels.
Performance expectations	• Deliver sales growth and revenue targets across wholesale, retail and digital channels • Develop brand positioning and marketing strategies aligned with product and market segments • Expand domestic and international market opportunities • Manage key retail, wholesale and distribution relationships • Ensure product ranges align with market demand and customer insights • Oversee marketing campaigns, brand communications and digital engagement • Monitor sales performance, margins and market trends • Develop capable sales and marketing teams and commercial systems
Specialisation	May specialise in apparel brand management, footwear brand development, textile product marketing, wholesale distribution, e-commerce and digital direct-to-consumer retail channels.
Application in other TCF sectors	The skills used in this senior management role are largely transferable across different sectors of the textile, clothing and footwear (TCF) industry, and they are also broadly applicable to other manufacturing processing and production industries that operate complex supply chains, product development cycles and market-driven production systems.

2. Key tasks and critical work functions

Key tasks	• Develop enterprise sales strategies and market growth plans • Manage wholesale, retail and distribution sales channels • Build and maintain relationships with retail partners and distributors
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	• Develop pricing strategies and sales forecasting systems • Oversee brand marketing campaigns and promotional activities • Manage digital marketing and e-commerce engagement • Monitor sales performance and market trends • Collaborate with product development teams on product range planning
Critical work functions	• Alignment of product ranges with customer demand and market trends • Integration of marketing strategy with brand identity and product development • Management of retail, wholesale and digital distribution networks • Maintenance of brand positioning and market competitiveness • Development of strong customer and retail partnerships

3. Technical skills

Sales strategy development	Develop sales strategies for wholesale, retail and digital channels.
Brand management	Develop brand positioning and marketing strategies for product-based businesses.
Market analysis	Analyse consumer behaviour, market trends and competitor activity.
Retail and wholesale channel management	Manage relationships with retailers, distributors and commercial partners.
Digital marketing and e-commerce	Develop online marketing strategies and digital retail systems.
Pricing and revenue management	Develop pricing structures, margin strategies and sales forecasts.
Customer relationship management	Manage customer data and engagement systems.

4. Generic Skills

Leadership	Lead sales and marketing teams across multiple channels.
Communication	Engage effectively with customers, retailers and internal teams.
Strategic thinking	Identify market opportunities and growth strategies.
Negotiation	Negotiate retail agreements and commercial partnerships.
Problem solving	Respond to changing market conditions and customer demands.
Collaboration	Work closely with product development, operations and supply chain teams.

5. Emerging skills

Emerging skills	• E-commerce and omnichannel retail strategies • Digital customer analytics and data-driven marketing • Social media and influencer marketing in fashion and lifestyle markets • Sustainable brand positioning and ethical product marketing
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	• Integration of digital product visualisation technologies • International market expansion through digital platforms
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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 or bachelor 's degree in Marketing, Business, Fashion Business or International Business.

7. Job progression

Possible job progression	Sales Manager → Marketing Manager → Head of Sales / Marketing → Director - Sales and Marketing
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8. Classification

Australian Qualifications Framework	AQF Level 4-7
Australian Bureau of Statistics (ABS) Skill Levels	Skill Level 2
Open Source Classification of Occupations for Australia (OSCA)	Sales and Marketing Manager - Manufacturing or product-based enterprise



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