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JOB PROFILE

Marketing & sales professional

Profisionál marketing no vendas

Retail, sales & trade · ISCO-08 2431

Marketing professionals find out what customers want, plan how to sell a product or service, and run advertising campaigns. A news report on the 2022 enterprise survey says employers in Timor-Leste find marketing and advertising skills very hard to find.

TRAIN IN TIMOR	**Higher education** DIT General Management
COURSE LENGTH	**To confirm** No published source yet
IN TIMOR	**Hard to fill** Enterprise survey 2022
ABROAD	**No official programme yet** Australia PEV: any job, with a job offer
PAY IN TIMOR	**US$292 / month** Average for all professionals in Timor-Leste, not this job alone (Labour Force Survey 2021)

WHAT YOU DO

Study the market: Find out who buys a product and why; Look at prices and what other businesses sell; Spot chances for new products and customers.

Plan: Plan how to sell a product, and at what price; Advise managers on products and prices; Prepare a budget for marketing and advertising.

Advertise: Write adverts, posts and short scripts; Work with designers and photographers on pictures and videos; Choose where to advertise: radio, TV, social media, posters.

Sell and follow up: Present products to customers and business buyers; Check what each campaign brought in; Report results and improve the plan.

Based on the ILO description of ISCO-08 unit group 2431, Advertising and marketing professionals.

WHERE YOU WORK

Companies (Shops, hotels, telecoms, banks, importers); Advertising & media (Agencies, radio, TV and online media); NGOs & agencies (Communication and public campaigns); Your own small business (Selling your own products).

You work in an office and also go out to meet customers, shops and media. Work gets busy before a launch or a big event.

Some businesses hire marketing managers from abroad: they are on the list of foreign workers with work permits in 2017. The government also plans to market Timorese products in the region and the world.

IS IT FOR ME?

You are good at: Writing and speaking clearly, Understanding people, New ideas, Working with numbers, Teamwork.

You like: Social media and design, Talking to customers, Seeing results, Business.

Tetun, Portuguese, English and Indonesian all help you reach more customers.

TRAIN FOR IT IN TIMOR-LESTE

- **General Management** · Dili Institute of Technology (DIT) department. Level and length to confirm.
- **No national certificate in marketing listed yet** · The published list of INDMO titles has no marketing course, and that list is incomplete.

DIT's General Management lists Marketing Management as one of four study areas, with subjects such as consumer behaviour and e-marketing. Course length and fees: to confirm with DIT. The directory never shows a number without a source.

WHERE IT LEADS

- **Shop sales assistant** · Learn how customers buy (ISCO 5223)
- **Marketing & sales professional** · Higher education, for example DIT General Management
- **Marketing or sales manager** · Foreign marketing managers held work permits in 2017 (ISCO 1221)
- **Your own business or agency** · Startups of Timor helps you start one

WORK ABROAD, SAFELY

- **Australia: Pacific Engagement Visa** · No official programme recruits Timorese workers for this job yet. Australia's Pacific Engagement Visa allows any occupation, but you need a job offer first.

Never pay a fixer. Join only through SEFOPE, the Timor-Leste government office for work abroad. No one can sell you a place, and a real overseas job never asks you for a recruitment fee.

SOURCES

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4. Programme of the IX Constitutional Government 2023–2028, §4.5 Trade https://timor-leste.gov.tl/wp-content/uploads/2023/07/EN-Programa-IX-Governo.pdf
5. Dili Institute of Technology, Department of General Management (Marketing Management concentration) https://www.dit.edu.tl/General-management.html
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7. Pacific Engagement Visa: any occupation, job offer needed (employer fact sheet 2025) https://pev.gov.au/sites/default/files/2025-02/PEV%20for%20Employers%20Fact%20Sheet_2025.pdf
8. Labour Force Survey 2021, Table 29: average monthly wage of employees by occupation group https://www.ilo.org/sites/default/files/wcmsp5/groups/public/%40asia/%40ro-bangkok/%40ilo-jakarta/documents/publication/wcms_863064.pdf

From the Servisu jobs directory. Every figure has a source; "to confirm" means none yet. http://servisu.oftimor.com/jobs-directory/marketing-sales-professional/?lang=en