

## Position Description

Vacancy Title: **Regional Sales Manager**

Location: **PNG**

Reports To: **None**

### Objective

The Regional Sales Manager is accountable for THE Development of sales and distribution strategies to meet Group objectives, consolidation of client relations, creation of new business, increasing market share, supervision of the day-to-day activities of a vibrant PNG wide business and the management of budgets. Oversee training, development and performance appraisals of all sales and merchandising staff in this region. The role reports to the Group Sales & Marketing Manager.

### Outcomes

#### Organisational Stakeholders

##### 1. Developing and growing business

- Stronger strategic and performance focused Sales and Marketing function:
  - Growth through improvement in performance achieve
  - Timely and accurate performance information provided – reactive and proactive
- Plan, prepare, gain, acceptance for and oversee the implementation of the business development, operational plans and budgets to achieve targeted growth.
- Monitor the performance of current projects through the regular review performance data. Ensure forecasted plans and projects are on track through regular operations and budget review.
- Responsible for the commercial success and development of business and product lines. Lead the development of product strategy and direct the implementation of product management, marketing, sales support, product training, and quality assurance.
- Service utilisation and efficiency developed and improved
- Workforce development and growth facilitated
  - Responsible for the development and implementation of long-range plans, objectives, policies, standards and schedules.
  - Lead, direct and control all policies, procedures and activities to maximize the efficiency, reliability, timeliness and cost effectiveness of the department.
  - Establish target in areas and service standards to monitor the performance of department activities against to goals.

##### 2. Management and leadership of Sales and Marketing ensured

- Responsible for the forecast and sales of all group retail products.
  - Demonstrate technical sales skills and product knowledge in Food and non-Food categories, as ranged by the Group.
- Develop sales plans in conjunction with the marketing department, designed to meet the Group's objectives.
- Develop sales and operating cost budgets for the Group sales department in this region.
- Manage the retail sales department staff and associated budgets.
- Deliver all sales activities within agreed budgets.
- Specify sales requirements for current and future products by conducting market research, supported by on-going visits to customers and non-customers.
- Develop and implement a go-to-market plan for the region, working with all departments to execute such plans.
- Achieve the target sales/budget for each product range: monthly; quarterly and annual.

##### 3. Operationally compliant Sales and marketing Unit

- Manage corporate risk management plan – Sales and Marketing
- Manage accounts and debtors within group parameters.
- Manage new product launches, distribution and market penetration.

##### 4. Informed management

- Executive Management reporting is timely, accurate and relevant:
  - Performance against sales targets reported
- Confidence in the accuracy and integrity of the reporting ensured
- Develop Papua New Guinean staff through skills training and mentoring, with the aim of offering career paths up to senior management level.

#### Product's Stakeholders

##### 1. Market and service management

- Market analysis/forecasting/customer profiling:
  - Influence and implementation of the strategic plan/direction
- Profitability of services monitored
- Margins/profitability increased
- Customer acquisition and revenue growth:
- Customer relationship managed
- Customer acquisition planned and executed
- New product and service development

## Responsibilities - Key Competencies

Competence	Description
<b>Business</b>	
Business Performance	Manage the performance of the organisation.
Planning	Deliver results by developing, reviewing or following a work plan, action plan or operational plan.
Resource Management	Deliver results through the efficient and effective allocation and use of supplies , equipment and people.
Information Analysis	Make informed decisions by collecting and interpreting data and information
Communication	Exchange information through verbal communication
<b>Customer</b>	
Customer Commitment	Demonstrate a commitment to customer service - both internal and external customers.
Promotion	Promote the value of the products/services offered by the organisation.
Relationship Building	Build beneficial relationships with suppliers and stakeholders.
Quality Focus	Deliver quality.
Organisational Values	Display the organisation's image and value standards.
<b>People</b>	
Leadership	Utilise a leadership position to influence people and events and to increase performance.
Negotiation	Reach agreement through discussion and compromise.
Innovation	Use original and creative thinking to make improvements and/or develop and initiate new approaches.
<b>Professional</b>	
Technical Strength	Demonstrate knowledge of a specialist discipline.
<b>Operational</b>	
Stock Control	Acquire and monitor stock to meet business needs

## Qualifications

Qualification	Discipline	Notes
<b>Preferred</b>		
Degree	Sales	
<b>Desirable</b>		
Diploma	Sales	

## Work Knowledge and Experience

- Proven experience in managing a sales and merchandising team
- Demonstrated knowledge and successful experience in the FMCG industry
- Practical experience working in a developing country, dealing with the daily challenges of uncertain power / water supply, under-developed or poorly maintained road networks, security, and lifestyle. Direct experience in PNG would be an advantage.
- Proven experience in merchandising
- Demonstrated experience in managing a large product portfolio
- Demonstrated success in developing a strong sales result in previous position/s.

## Requirements

### Language Proficiency

- Excellent command of English

## Other Required Requirements

## Skills, Knowledge & Characteristics

- Demonstrate ability to interact and cooperate with all group employees.
- Build trust, value others, communicate effectively, drive execution, foster innovation, focus on customers, collaborate with others, solve problems creatively and demonstrate high integrity.
- Maintain professional internal and external relationships that meet the Group's core values.
- Proactively establish and maintain effective working team relationships with all support departments.
- Be a mature and decisive person, able to work under pressure.
- Be organized, methodical and show responsible work habits.
- Have an overall high achievement record.

### Other requirements:

- Extensive experience in all aspects of developing and maintaining sales strategies, to meet Group objectives.
- Strong understanding of customer and market dynamics and requirements.
- Willingness to travel and work with a team of professionals.
- Proven ability to oversee all sales staff activities and training.
- Be of good health and character

## Interactions

Type	Interaction	Comments
<b>Internal</b>		
	Chief Executive Officer	
	Finance Team	
	Management Team	
	Regional sales team	
<b>External</b>		
	Customers	
	Suppliers	
	Local business community	

## Attributes

### Behavioural Styles

Accountable	Assumes full responsibility for own actions and identifies with the success or failure of own part of the overall work/goal.
Achiever	Puts in effort to achieve a desired result or goal and is motivated by this end and the overall accomplishment.
Innovative	Devises new and creative ways to do things comes up with original ideas.
Integrity	Adherence to moral and ethical principles; soundness of moral character; honesty.
Resilient	Cope positively with stress and catastrophe. Bounces back from setbacks, mistakes or misfortunes.
Enthusiastic	Shows high levels of excitement and interest, and expresses positive feelings.

### Interpersonal Styles

Perceptive	Shows keen insight and understanding of issues or situations.
Realistic	Shows concern for facts and reality, rejecting the impractical.
Self-sufficient and assured	Readily copes with situations without recourse/need of others, showing confidence and belief in oneself and one's own abilities.
Team Oriented	Enjoys being with others as part of a group or team.

### Thinking Styles

Decisive	Reaches conclusions, promptly and firmly.
Flexible/Adaptable	Readily accommodates changing circumstances, modifying own behaviour and/or views. Able to adjust easily to new conditions.
Imaginative	Generates ideas and images, showing creativity.
Initiative	Takes action and makes decisions without the help or advice of other people.
Numerate	Shows abilities in quantitative thought and expression.
Well organised	Controls tasks in a well thought out and critical manner.

## How To Apply

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## Contact for Enquiries

Contact Name: Elizabeth Cama

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Further Contact Information: --

**Closing Date: 12 May 2024**