
Position Description

Vacancy Title: **National Sales Manager**

Location: **Port Moresby**

Reports To: **General Manager (v 2.00)**

Objective

The National Sales Manager is responsible for driving revenue growth and market share expansion across Papua New Guinea. This role involves developing and executing sales and marketing strategies, leading a sales and marketing team, managing key accounts, and ensuring alignment with overall business goals. The National Sales Manager will play a critical role in maintaining strong relationships with distributors, retailers, and customers within the FMCG sector. This position reports to General Manager, PNG.

Outcomes

Organisational Stakeholders

1. Sales and Marketing Strategy & Execution

- Comprehensive sales strategies aligned with company objectives and market dynamics developed and implemented in PNG.
 - Clear sales targets set and ensure the sales team understands and works towards achieving these targets.
 - New business opportunities identified and capitalized to increase market penetration.
 - Build and maintain strong, long-term relationships with key customers, distributors, wholesalers, and retail partners.
 - Lead negotiation on contracts, pricing, and terms with strategic partners to maximize profitability.
 - Address customer concerns promptly to ensure satisfaction and loyalty.
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2. Developing and growing overall business and products [sustainability]

- Operations plan developed in accordance with the strategic direction
 - Volume growth
 - Sustainability
 - Competitive position improving (market share)
 - Growing image and customer preference (marketing)
 - Route Planning & Sales Operations
 - Design and optimize sales routes to maximize coverage, minimize costs, and improve delivery efficiency.
 - Monitor route performance and adjust plans based on market demand and operational constraints.
 - Ensure effective coordination with logistics and distribution teams for timely product delivery.
 - Marketing Planning & Execution
 - Collaborate with the Group marketing team to plan and implement promotional activities, trade marketing, and product launches.
 - Coordinate marketing campaigns at national and regional levels to support sales objectives.
 - Monitor the effectiveness of marketing initiatives and provide feedback for continuous improvement.
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3. Department Leadership & Development

- Compliance and Risk Management
 - Ensure all sales activities comply with company policies, legal regulations, and ethical standards.
 - Manage sales risks by monitoring credit limits, payment terms, and contract adherence.
 - Internal procedures and guidelines maintained
 - Budget preparation, monitoring and management
 - Recruit, train, mentor, and motivate the sales team to meet performance expectations.
 - Foster a positive team culture focused on accountability and continuous improvement
 - Conduct regular performance reviews and implement development plans.
 - Management through the organization performance management system
 - Prepare work plans (annual, monthly and weekly basis)
 - Delegate work and supervise staff
 - Provide guidance
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4. Market Analysis and Reporting

- Continuously analyze competitor activities, market trends, and customer feedback to refine sales strategies.
 - Prepare, review, and present comprehensive monthly sales reports including performance metrics, market insights, and forecasts to senior management.
 - Ensure sales data accuracy and integrity for effective decision-making.
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5. Teamwork and cross functional collaboration

- Cooperation within the team and greater function / department
 - Work closely with marketing, supply chain, finance, and operations teams to ensure seamless product availability and support.
 - Cooperation across functions / departments
 - Work collaboratively to achieve the set targets and goals
 - Align sales activities with overall business plans and compliance requirements.
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6. Organisation's image and value standards demonstrated and promoted

- Uphold and demonstrate the organisation's image and values
 - Act as a brand ambassador by consistently representing the company's values, mission, and professional standards in all internal and external interactions.
 - Monitor and encourage team members to uphold image and value standards
- Promote a positive organizational culture that aligns with company ethics and core values.
- Maintain strict confidentiality of all sensitive business information, client data, and proprietary materials.
- Ensure compliance with all company policies regarding data protection, privacy, and ethical conduct.
- Handle sensitive situations with discretion and professionalism to protect the company's reputation.

Responsibilities - Key Competencies

Competence	Description
Business	
Business Performance	Manage the performance of the organisation.
Communication	Exchange information through verbal communication
Customer	
Customer Commitment	Demonstrate a commitment to customer service - both internal and external customers.
Commercial Focus	Optimize the commercial viability of the organisation.
Relationship Building	Build beneficial relationships with suppliers and stakeholders.
People	
Leadership	Utilise a leadership position to influence people and events and to increase performance.
Negotiation	Reach agreement through discussion and compromise.

Qualifications

Qualification	Discipline	Notes
Preferred		
Degree	Sales/Marketing/Advertising, Business Management or Administration	

Work Knowledge and Experience

Minimum 10 years of FMCG sales experience with at least 5 years in a sales management role.
Strong knowledge of the PNG FMCG market, distribution channels, and consumer behavior.
Proven leadership in managing sales teams and complex sales operations.
Excellent negotiation, communication, and interpersonal skills.
Proficiency with CRM systems, route planning tools, and MS Office Suite.
Willingness to travel extensively within PNG.

Requirements

Language Proficiency

Excellent command of English

Regulatory Compliance Requirements

Driver's License

Other Required Requirements

Key Performance Indicators (KPIs):

1. **Sales Revenue Growth** - Increase in total sales revenue % growth vs previous year/quarter
2. **Market Share** - Share of FMCG market in PNG. Achieve and maintain target %
3. **New Customer Acquisition** - Number of new customers/distributors acquired. Target number per quarter/year
4. **Sales Team Performance** - % of sales team meeting or exceeding targets. *Measure - Minimum 90% team hitting targets*
5. **Route Efficiency** - Optimization of sales routes to reduce costs and improve coverage . *Measure - % reduction in travel costs / increased coverage.*
6. **Monthly Reporting Accuracy & Timeliness** - Submission of comprehensive sales reports on time with accurate data. *Measure - 100% on-time, accurate reports.*
7. **Customer Retention Rate** - Percentage of customers retained year-over-year>90% retention
8. **Order Fulfillment Rate** - % of orders delivered on time and in full>95% on-time delivery
9. **Gross Profit Margin** - Profitability of sales activitiesMaintain target margin (e.g., 30%)
10. **Expense Management** - Control and optimize sales-related expenses. Stay within budget
11. **Training & Development** - Number of training sessions completed by the team. Quarterly training completion. Annual min 2 per person.
12. **Compliance & Risk** - Number of compliance issues or customer complaints. Zero major incidents

Interactions

Type	Interaction	Comments
Internal		
	Management Team	
	Sales Team	
	Finance Team	
	Warehouse Team	
	HQ Marketing Department	
	Supply Chain & Logistics	
External		
	Suppliers	
	Customers	
	Community	
	Regulators	

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.
- Integrity: Adherence to moral and ethical principles; soundness of moral character; honesty.
- Reliable: Is able to be trusted to do what is expected or has been promised, puts in a great amount of effort believing in the value of work.

Interpersonal Styles

- Consensus seeker: Works to achieve group solidarity and general agreement and harmony.
- Objective: Impartial and honest in dealings with others, eliminating own feelings and view to reach a balanced judgement.
- 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

Analytic	Able to separate things into their constituent elements in order to study or examine them, draw conclusions, or solve problems.
Decisive	Reaches conclusions, promptly and firmly.
Holistic thinker	Considers issues/situations as a whole rather than analysing or dissecting the parts.
Initiative	Takes action and makes decisions without the help or advice of other people.
Well organised	Controls tasks in a well thought out and critical manner.

How To Apply

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Contact for Enquiries

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Further Contact Information: --

Closing Date: 15 May 2026