

## Position Description

Vacancy Title: **Sales Manager - Outstation**

Location: **Port Moresby**

Reports To: **None**

### Objective

The Sales Manager – Outstation is responsible for driving sales growth, strengthening distribution networks, and ensuring consistent product availability across remote and regional markets in Papua New Guinea. The role requires frequent travel, hands-on engagement with dretailers and the ability to operate effectively in challenging environments. This position reports to the National Sales Manager, Pactrade PNG Ltd.

### Outcomes

#### Organisational Stakeholders

#### 1. Sales Strategies and Budgets Managed

- Annual Net Sales Value (NSV) budgets achieved within the agreed targets
- Sales strategies implemented and managed efficiently within allocated territory
  - Retailers provided accurate reporting on an on-going basis
  - Promotional programs designed, implemented and managed
  - Slow moving, near expiry lines identified in a timely manner
- Relationships with key stakeholders managed at all times
- Communication provided to Sales team on an accurate and timely basis
- Marketing strategies supported
  - product sampling
  - in-store displayed executed with sales team

#### 2. Market Development and Operational Execution

- Retailer and distributor networks developed in remote regions.
- Optimal stock levels, product availability, and route-to-market efficiency ensured.
- New Retailers identified and onboarded where necessary
  - Expand presence in new and underserved territories
- Relationships with key accounts, wholesalers, and retailers strengthened.
- Competitor activity monitored and strategic responses recommended to National Sales Manager and GM.
- Timely delivery and proper merchandising standards ensured.
- Logistics coordination for remote distribution supported.
- Resolve operational challenges in outstation areas.

#### 3. Well informed management

- Timeliness, quality and accuracy of daily, weekly and monthly reports to management ensured
  - Daily operational review ensured timely and accurately.
  - Daily operational data to the management is timely and accuracy of information maintained at all times
  - Prepare weekly and monthly sales reports
  - Track KPIs, sales trends, and performance metrics
  - Provide insights and recommendations to senior management
- Monthly and quarterly report presentation is accurate and supports decision making.
- Ad-hoc information requests by management and shareholders for decision-making purposes addressed in a timely manner.

#### 4. Team Leadership

- Supervision of and professional guidance to all reporting staff ensured
  - Lead, coach, and supervise field sales representatives and merchandisers.
  - Conduct regular field visits and performance reviews
- Training needs and competency gaps of staff assessed and managed in partnership with management and HR Department
- Succession planning ensured
- Sales force motivated to ensure high professional standards achieved and and monthly sales target and KPI target met
  - Targets delivered through people management, performance review, reward and individual recognition
  - Set clear targets and KPIs for the team

#### 5. Safe work environment promoted and ensured at all times

- Work place safety is ensured
  - Communication of Safety, Health and Environment to all team members are on an on-going basis
  - Occupational Health & Safety systems promote zero workplace injury at all times
  - Local environmental regulation is aligned with work place safety on an on-going basis
- Workplace hazards eliminated at all times
  - Systems assist in the identification and elimination of work place hazards on an on-going basis

#### 6. Organization values upheld and demonstrated at all times

- Collaborate with other teams for the benefit of the organisation
- Monitor and encourage team members to uphold image and value standards
- Uphold and demonstrate the organisation's image and values
- Confidentiality maintained for all company data

## Responsibilities - Key Competencies

Competence	Description
<b>Business</b>	
Resource Management	Deliver results through the efficient and effective allocation and use of supplies , equipment and people.
<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.
<b>People</b>	
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
<b>Preferred</b>		
Diploma	Sales/Marketing/Advertising	Even Experience with 3 to 4 years similar role is adequate.
<b>Desirable</b>		
Degree	Sales/Marketing/Advertising	

## Work Knowledge and Experience

- Proven experience in managing retailers and outstation sales operations.
- Strong leadership and team management skills.
- Willingness and ability to travel frequently to remote regions across Papua New Guinea.
- Ability to work independently in challenging environments.
- Minimum 4–6 years’ experience in FMCG sales, preferably in regional or remote markets.
- Strong communication and negotiation skills.

## Requirements

### Language Proficiency

Excellent command of English

### Regulatory Compliance Requirements

- Driver's License
- Police Clearance

## Other Required Requirements

Other Key Performance Measures:

1. Increase in Volume by Location
2. People Management - Employee Satisfaction
3. Client Engagement - Customer service and compliant levels
4. Volume of New Opportunities

## Interactions

Type	Interaction	Comments
<b>Internal</b>		
	Finance Team	
	Management Team	
	Sales Team	
	Warehouse Team	
<b>External</b>		
	Customers	
	Regulators	
	Suppliers	

## Attributes

### Behavioural Styles

Achiever	Puts in effort to achieve a desired result or goal and is motivated by this end and the overall accomplishment.
Detail oriented	Attends to the small elements of a task/activity, ensuring completeness and accuracy.
Accountable	Assumes full responsibility for own actions and identifies with the success or failure of own part of the overall work/goal.
Resilient	Cope positively with stress and catastrophe. Bounces back from setbacks, mistakes or misfortunes.

### Interpersonal Styles

Objective	Impartial and honest in dealings with others, eliminating own feelings and view to reach a balanced judgement.
Extrovert	Outgoing and showing interest in events going on around them, particularly people, new experiences and changing situations.
Team Oriented	Enjoys being with others as part of a group or team.

### Thinking Styles

Disciplined/Systematic	Is controlled in conduct, shows an orderly pattern of behaviour, following a methodical and thorough approach.
Well organised	Controls tasks in a well thought out and critical manner.
Flexible/Adaptable	Readily accommodates changing circumstances, modifying own behaviour and/or views. Able to adjust easily to new conditions.

## How To Apply

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## Contact for Enquiries

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Further Contact Information: --

**Closing Date: 15 May 2026**