

Position Description

Vacancy Title: **Commercial Manager**

Location: **Walu Bay, Suva**

Reports To: **None**

Objective

The Commercial Manager - Fiji will be responsible for driving revenue growth, profitability, and market expansion for the CEVA's Ocean and Air Freight and logistics business through strategic sales leadership, business development, and effective key account management. The position reports to General Manager - Fiji, Ceva (Air and Ocean) Fiji Pte Ltd.

Outcomes

Organisational Stakeholders

1. Business Development and Revenue Generation

- Sales strategies aligned with company objectives developed and executed.
 - Achieve and exceed monthly, quarterly, and annual revenue targets.
- New revenue streams identified and maximize yield from existing services.
 - Deliver sustained growth in gross profit margins across Ocean and Air Freight segments.
- Drive pricing strategies in collaboration with operations and finance teams.
- New business opportunities in Ocean and Air Freight identified and pursued for successful closure.
 - Increase market share within assigned territories and customer segments.
 - Secure new clients and contracts contributing to pipeline growth.
 - Build and maintain a strong sales pipeline with conversion targets.
- Expand the company's footprint across key industries (FMCG, retail, manufacturing, etc.).
- Lead proposal development, tenders, and contract negotiations.

2. Customer Experience & Service Delivery Alignment

- Key accounts managed and grown through regular engagement and service reviews.
 - Achieve high client retention rates and increased wallet share from existing accounts.
 - Key accounts supervisor supported with business plans, negotiations and new client onboarding.
- Client concerns addressed proactively to ensure service excellence.
- Cross-selling and upselling opportunities identified across logistics solutions.
- Strong, long-term relationships with strategic clients maintained
- Market trends, competitor activity, and customer needs monitored regularly
 - Recommend strategic initiatives to improve competitiveness and profitability.
 - Actionable market insights provided to guide pricing, service offerings, and expansion.
- Competitive positioning in Ocean and Air Freight markets maintained for CEVA.

3. Team Leadership & Performance Management

- Commercial/sales team lead, mentored and managed ensuring clear direction and alignment with company strategy.
 - Support team members in closing key deals, including participation in client meetings, negotiations, and presentations where required.
- Clear KPIs, targets, and performance expectations set for all team members, aligned to revenue and growth objectives.
 - Recognize and reward high performance while addressing underperformance through structured improvement plans.
- Regular performance reviews, one-on-one meetings, and coaching sessions conducted to track progress and address gaps.
 - Identify skill gaps and implement structured training, coaching, and development programs (e.g., negotiation, customer engagement, product knowledge).
 - Develop and implement succession planning for key commercial roles, ensuring business continuity.
- A culture of accountability driven by monitoring individual sales pipelines, conversion rates, and client engagement activities.
- Cross-functional collaboration between sales, operations, and finance teams promoted to enhance service delivery and customer satisfaction.
- Adherence to company policies, ethical standards, and compliance requirements ensured across all commercial activities.

4. Financial & Reporting Accountability

- Annual budgets, quarterly forecasts, and rolling projections managed for the commercial function.
 - Analyze variances between budget, forecast, and actual results, and provide actionable insights and corrective measures.
 - Ensure disciplined cost management, including review of discounts, rebates, and commercial terms offered to clients.
 - Collaborate with finance teams on revenue recognition, accruals, and financial cut-offs to ensure accuracy of reporting.
- Revenue, gross profit, and margin performance monitored across products, trade lanes, and key accounts, identifying risks and opportunities.
- Detailed sales pipelines tracked, ensuring alignment between forecasted and actual performance.
- Oversee customer profitability analysis, including yield per shipment, cost-to-serve, and contribution margins.
- Monthly sales reports, prepared and presented including performance dashboards, KPIs, and business insights.
- Senior management supported with data-driven recommendations for strategic decisions, investments, and market expansion.
- Compliance with internal financial controls, company policies and confidentiality and audit requirements ensured.

Responsibilities - Key Competencies

Competence	Description
Business	
Strategic Development	Establish the strategic direction and steer the organisation towards its goals
Systems and Procedures	Develop and/or apply procedures to assist the organisation achieve its goals.
Customer	
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.
People	
Negotiation	Reach agreement through discussion and compromise.

Qualifications

Qualification	Discipline	Notes
Preferred		
Diploma	Business and Management, Manufacturing/Production/Logistics, Sales/Marketing/Advertising	
Desirable		
Degree	Business and Management	Bachelor's degree in Business, Logistics, Supply Chain, or related field.

Work Knowledge and Experience

- Minimum 7–10 years' experience in freight forwarding/logistics (Ocean & Air Freight).
- Proven track record in sales, business development, and account management.
- Strong understanding of international trade lanes, pricing, and freight operations.
- Strong commercial acumen and negotiation skills.
- Results-driven with strong analytical skills.
- Strategic thinking and market insight in ocean and air freight.
- Strong communication, leadership and customer relationship management skills and experience.

Requirements

- Language Proficiency**
 - Excellent command of English

- Regulatory Compliance Requirements**
 - Driver's License

Other Required Statements

KPI

1. Revenue Growth (%)

Measures overall increase in revenue (monthly/quarterly/yearly).

- Target: Achieve agreed annual growth vs budget and prior year.

2. Gross Profit Margin (%)

Tracks profitability of Ocean and Air Freight operations.

- Target: Maintain/improve margin within approved commercial thresholds.

3. New Business Acquisition (Value & Volume)

Measures success in winning new clients and contracts.

- Target: Achieve monthly/quarterly new business revenue targets.

4. Key Account Revenue Growth (%)

Tracks expansion of existing strategic customers.

- Target: Increase wallet share and revenue contribution from top accounts.

5. Sales Pipeline Conversion Rate (%)

Measures effectiveness of converting leads into confirmed business.

- Target: Improve win rate of qualified opportunities (e.g. quotes to wins).

6. Forecast Accuracy (%)

Measures how closely revenue forecasts align with actual performance.

- Target: Maintain high accuracy (typically within agreed variance threshold, e.g. $\pm 5-10\%$).

Interactions

Type	Interaction	Comments
Internal		
	Finance Team	
	Management Team	
	Sales and Commercial Team	
	Operations Team	
External		
	Customers	
	Regulators	
	Contractors	

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.
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

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

Thinking Styles

Analytic	Able to separate things into their constituent elements in order to study or examine them, draw conclusions, or solve problems.
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- Challenger Queries, tests information/beliefs and provokes thought.
- Decisive Reaches conclusions, promptly and firmly.
- Initiative Takes action and makes decisions without the help or advice of other people.

How To Apply

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Contact for Enquiries

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Further Contact Information: --

Closing Date: 21 Aug 2026