

Position Description

Vacancy Title: **Sales Manager - Lae**

Location: **Lae**

Reports To: **None**

Objective

The Sales Manager – Lae is responsible for driving sales growth, strengthening distribution networks, and ensuring consistent product availability across Lae and regional markets in Papua New Guinea. The role requires frequent travel, hands-on engagement with retailers 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 Lae and assigned outstation 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 distribution supported.
- Resolve operational challenges in assigned territories.

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

Work Knowledge and Experience

Proven experience managing retail customers, distributor relationships and outstation/regional sales operations.

Strong understanding of FMCG sales, distribution, route-to-market execution, merchandising and customer management.

Demonstrated ability to lead, coach and manage sales teams to achieve sales, distribution and market coverage objectives.

Strong commercial, communication, negotiation and relationship management skills, with the ability to engage effectively with key customers and internal stakeholders.

A minimum of 4–6 years' relevant experience in FMCG sales, including demonstrated experience in a sales leadership or supervisory capacity.

Ability to work independently, make sound commercial decisions and deliver results in challenging and geographically dispersed markets.

Willingness and ability to travel frequently throughout Lae and remote/outstation regions across Papua New Guinea as required by the business.

A valid driver's licence and practical knowledge of the Lae and wider PNG FMCG/retail market would be an advantage.

Requirements

Language Proficiency

Excellent command of English

Regulatory Compliance Requirements

Driver's License
Police Clearance

Other Required Statements

Other Key Performance Measures:

1. **Sales Revenue Achievement** - Achieve monthly, quarterly and annual sales targets for the Lae region and assigned territories.
2. **Volume & Brand Growth** - Deliver agreed volume targets across key brands, categories and SKUs and drive sustainable year-on-year growth.
3. **Distribution & Market Coverage** - Increase numeric distribution, outlet coverage and product availability across supermarkets, wholesalers, DTL retailers and outstation markets.
4. **New Business Development** - Identify and secure new customers, outlets and sales opportunities within Lae and surrounding regional markets.
5. **Key Account Management** - Maintain strong relationships with key retailers and customers and ensure agreed trading terms, promotions and service standards are effectively managed.
6. **Sales Performance** - Develop and execute regular outstation coverage plans and achieve agreed sales and distribution targets across assigned remote territories.
7. **Route-to-Market Execution** - Improve route productivity, call coverage, strike rates and overall effectiveness of sales routes.
8. **Trade Execution & Merchandising** - Ensure agreed product visibility, shelf presence, displays, promotional execution and merchandising standards are maintained across the market.
9. **Stock Availability** - Work closely with Supply Chain and Distribution teams to maintain appropriate stock availability and minimise out-of-stock situations for priority SKUs.
10. **Inventory & Slow-Moving Stock** - Support effective stock management through accurate forecasting and initiatives to reduce ageing, slow-moving and short-dated inventory.
11. **Debtor & Credit Management** - Monitor customer accounts and support timely collection of outstanding debts within approved credit terms.
12. **Sales Team Performance** - Lead, coach and manage the sales team against individual targets, call plans, coverage objectives and performance expectations.
13. **Sales Forecasting & Planning** - Maintain accurate sales forecasts and provide timely information to support inventory planning and purchasing decisions.
14. **Promotional Effectiveness** - Ensure trade promotions and sales campaigns are executed effectively and assess results against agreed sales and commercial objectives.
15. **Market Intelligence** - Provide regular reporting on competitor pricing, promotions, new products, customer activity and emerging market opportunities.
16. **Reporting & Compliance** - Submit accurate and timely sales reports, forecasts, customer updates, travel/outstation reports and other required management information.
17. **Budget & Cost Management** - Manage sales-related expenditure, discounts and approved promotional investments within budget and delegated authority.
18. **Health, Safety & Company Compliance** - Ensure the sales team complies with Company policies, procedures, vehicle requirements, OHS standards and applicable controls.

WORKING CONDITIONS

1. The position is based in Lae, Papua New Guinea, with responsibility for sales and distribution activities across Lae and assigned regional/outstation markets.
2. The role requires frequent travel to outstation and remote locations across Papua New Guinea to manage customers, support the sales team and monitor market execution.
3. Regular field and customer visits are an essential part of the role, including visits to supermarkets, wholesalers, DTL retailers and other trade customers.
4. The position involves a combination of office-based, field-based and travel-related duties and requires flexibility to work across varying market and operating environments.
5. The incumbent may be required to work outside normal business hours, including early starts, extended hours and occasional weekends, depending on travel schedules, customer requirements and business needs.
6. The role requires the ability to work independently and make timely decisions while travelling or operating in regional and remote markets.
7. The incumbent must be comfortable working in a fast-paced, target-driven FMCG sales and distribution environment with regular sales, coverage and performance deadlines.
8. Compliance with all Company policies, OHS requirements, travel protocols and vehicle/fleet procedures is required at all times.
9. A high degree of mobility, adaptability and resilience is required due to the geographic coverage and travel demands of the position.

Interactions

Type	Interaction	Comments
Internal		
	Finance Team	
	Management Team	

Type	Interaction	Comments
	Sales Team	
	Warehouse Team	
External		
	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: 03 Oct 2026