

General Manager - Sales & Marketing

for an international FMCG

THE ORGANISATION

Our client is a large importer and distributor of rice located in Papua New Guinea. Since 1970, the business has expanded significantly, and now provides a wide range of important foods for PNG in addition to rice. The organisation employs approximately 800 staff and has a dominant position in the PNG rice market with a share of approximately 83%. However, competition is now emerging to challenge this dominant market position. A successful appointment in the role of General Manager, Marketing and Sales will be critical to the sustainability of the organisation.

THE ROLE

The successful General Manager Sales and Marketing will provide strategic leadership and general management of the Sales and Marketing function.

- Formulate and implement sales, marketing and pricing strategies, policies and operational plans in line with financial and market share targets
- Monitor achievement of sales targets and revenue objectives by each customer and region
- Devise the commercial and brand agenda for the business
- Prepare and approve all merchandising and promotional plans
- Effectively manage customer and consumer relationships
- Establish and maintain relationships with key internal and external stakeholder
- Provide sufficient leadership, coaching and development of staff in their team
- Actively lead the resolution of supply and stock issues
- Maintain key accounts i.e., Distributors
- Ensure OH&S compliance across the Sales and Marketing function.

KEY WORKING RELATIONSHIPS

Key internal relationships include the Managing Director and senior management team across Sales, Marketing, Operations and Logistics. Key external relationships include peak bodies, Government and statutory authorities.

THE REQUIREMENTS

To be successful in this key role you will need:

- Demonstrable sales and marketing experience in the FMCG/distribution sector.
- Strong management and leadership skills in multi-cultural work environment; capability to create a cohesive, stable environment for the team
- Proven ability to develop and deliver on strategic and financial outcomes.
- Passion for and deep understanding of what influences and drives the consumer goods market on an international scale.
- Strong financial and commercial acumen.
- Strong negotiation, communication, analytical and conceptual skills.

APPLICATIONS

Please forward a current CV and covering letter to office@oppeus.com quoting “General Manager Sales & Marketing”. For a confidential discussion, please call James Lazarus on 03 9661 8000.