

# United Arab Emirates Jobs Expertini®

**Manager – Sales & Marketing (fmcg)**

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Company: CONNECTING 2 WORK

Location: United Arab Emirates

Category: healthcare-practitioners-and-technical

## **Job Description**

Driving the business P&L through various initiatives; to grow and sustain in the FMCG Industry (focussing on Coffee).

Planning and implementing sales, marketing and product development programs; beginning with UAE and expanding across the MENA region.

Individual will be responsible for leading the growth of industry sales and developing new business sales opportunities for the current blends in the market.

Individual must be able to set up growth vision by clearly defining brand positioning, price laddering & service level deliverance

Individual will ensure that the monthly, quarterly and annual sales action plan is aligned with the business strategy. Responsible for forecasting & channel management.

Execute all events at all levels, including grassroots, that are relevant to organization brand & our key targeted consumers.

Carry out large scale, event-based, product sampling operations across supermarkets & retail partners

Engage and look into daily operations with regional distributors and super-stockists

Conduct audits at distribution and retail points for correct product placement, right servicing

Work on strategies for sales, prices, contracts and payments and thereby meet the sales targets

Target growth of the existing and new markets by performing the best competitive strategies

Researches and analyses market trends, demographics, pricing schedules, competitor products, and other relevant information to form product related marketing strategies

Approves and oversees the creative development of promotional materials, website content, advertisements, and other marketing-related projects

Expert in devising customers-oriented campaigns & special activities for priority products.

Prepare & present monthly / quarterly reports / MIS for sales numbers, brand review & monitoring

Co-ordination with all internal support functions and external partners for effective implementation of the sales & marketing strategies.

Additional

Individuals with fluency in local language and currently working in UAE in similar a role will be preferred.

Individual must possess excellent communication & interpersonal skills

Should have in-depth knowledge of the FMCG business and the local markets.

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