



# **Interflour Group**

## **Job Description**



## Job Description

IDENTITY		
<b>Organisation/ Country</b> Interflour Vietnam	<b>Department/ Unit</b> Sales & Marketing	<b>Date</b> 02 Jan 2018
<b>Position:</b> Senior Manager – Sales & Marketing	<b>HR (1<sup>st</sup> Level)/ Supervisor</b>	<b>Approval</b>
<b>Supervisor's Position</b> <b>Definition of Supervisor:</b> Senior Director	<b>HR (Final Approval)</b>	<b>Approval</b>
PURPOSE (Why does the position exist, with what objectives and within what limits)		
<p>The purpose of this job is to ensure that General Market achieves business objective and contribute to the budgeted sales and operating profit results, within authorized selling expense budgets whole national, and to manage staff, including staff planning, controlling, suggesting plan to train and develop staff, implementing and supervising the discipline and staff performance.</p>		
SCOPE		
<b>Financial</b>	<b>Non-Financial</b>	
	No of subordinates (direct): >20 No of subordinates (indirect):	
OPERATING NETWORK		
<b>Internal</b>		<b>External (Outside SCM)</b>
<b>Within function</b>	<b>Outside of function</b>	
<ul style="list-style-type: none"> <li>• Senior Director</li> <li>• Managers</li> <li>• Direct Reports</li> </ul>		<ul style="list-style-type: none"> <li>• Distributors</li> <li>• Customers</li> </ul>

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<b>JOB TITLE</b>	
Senior Manager – Sales & Marketing	
<b>DEPARTMENT / UNIT / COUNTRY</b>	
Sales & Marketing	
<b>REPORTING TO</b>	
Senior Director	
<b>Role</b>	
<p>The purpose of this job is to ensure that General Market achieves business objective and contribute to the budgeted sales and operating profit results, within authorized selling expense budgets whole national, and to manage staff, including staff planning, controlling, suggesting plan to train and develop staff, implementing and supervising the discipline and staff performance.</p>	
<b>MINIMUM REQUIREMENTS</b>	
<b>Education / Experience</b>	<ul style="list-style-type: none"> <li>• University degree or above; Major in Economic, Business Administration/ Food Technology</li> <li>• Five (5) year working experience in the same position and same responsibilities in Flour business/ Food industry/ relevant industries (flavour, ingredient,...)</li> </ul>
<b>Specific Skills (Knowledge, skills and abilities)</b>	<ul style="list-style-type: none"> <li>• English Skill – Advanced level</li> <li>• Good computer literacy (Ms Office)</li> <li>• Good knowledge of distributor management</li> <li>• Knowledge of Sales technology, competitive intelligence and assessment</li> <li>• Good skills in managing people &amp; ability to consistently handle a wide range of complex issues simultaneously</li> <li>• Information analysis skill</li> </ul>

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<p><b>AREAS OF RESPONSIBILITY (AOR)</b></p> <p><b>Header</b></p> <p><b>Definition</b></p> <p><b>IN ORDER TO, what results</b></p>
<p><b><u>Achieve annual volume target for General Market</u></b></p> <ul style="list-style-type: none"> <li>• Achieve annual sales target in term of volume for General Market</li> <li>• Allocate sales territory and deploy sales target for subordinates. Monitor their monthly performance</li> </ul>
<p><b><u>Finance budget</u></b></p> <ul style="list-style-type: none"> <li>• Optimize the annual OPBIT</li> <li>• Plan and propose the marketing and sales expense budget</li> <li>• Make monthly sales forecast, ensure sales mix is optimal in OPBIT</li> <li>• Control traveling expense efficiently vs working result</li> </ul>
<p><b><u>Sales &amp; Marketing Strategies</u></b></p> <ul style="list-style-type: none"> <li>• Develop marketing strategy (distribution, price, product, promotion, people, process) and sales plan for GM compliance with approved budgets</li> <li>• Identifying and exploring on new business opportunities in targeted markets, product segment</li> <li>• Implement and monitor report submission.</li> <li>• Keep track competitor's activities and market feedbacks, determine key action plan to subordinates.</li> <li>• Update economic indicators, market trends, and other relevant ones to flour industry and report to management for decision regarding wheat source, grist to match with the market competition</li> </ul>
<p><b><u>Manage Sales Workforce</u></b></p> <ul style="list-style-type: none"> <li>• Setup &amp; make appraisal KPI for sales team</li> <li>• Manage national sales staff by conducting co-recruiting, selecting, orienting, and training employees.</li> <li>• Manage and influence to sales administration section to ensure sales process compliance with policy</li> </ul>
<p><b><u>Customer Management</u></b></p> <ul style="list-style-type: none"> <li>• Develop business relationship and classify customers.</li> <li>• Control customer's debt</li> </ul>
<p><b><u>Teamwork</u></b></p> <ul style="list-style-type: none"> <li>• Communicate &amp; collaborate efficiently with other functional divisions</li> </ul>