



Job Description

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Job Title Portfolio Developer	Job Location Dar es Salaam	Category -
Job Type Full Time	Job level Intermediate	Industry FMCG, Retail & Wholesale

Open to Expatriates
Only Open to Tanzanian Nationals

Minimum Requirements

Min Budget -	Max Budget -	Primary Industry FMCG, Retail & Wholesale: 3 Years
Secondary Industry -	Primary Category -	Secondary Category -
Certificate -	Qualification -	

Summary

Pernod Ricard, a co-leader in the wines and spirits industry is excited to announce a vacancy opening of a Portfolio Developer in Tanzania. They are in need of a young, vibrant and energetic individual who is passionate about this industry.

The main purpose of this role is to liaise with the distributor coordinator in provision of products to the targeted customers. This will also involve acquiring new customers and retaining the existing ones by actively presenting the brand to the market. They will be responsible for generating new listings and new and repeat sales orders through identification and exploitation of available opportunities.

The Portfolio Developer will liaise and follow up with the distributor coordinator and team to convert opportunities into sales. Lastly, they will be responsible for segmenting and auditing customer databases using the company's tools and ways of working.

Responsibilities

1. Delivering Commercial Performance and Execution

- Achieving and managing sales targets within your assigned customers
- Continually monitoring performance of assigned customers
- Building sales, trade marketing and activation plans for customers within your designated channel/area/database
- Ensuring that the assigned customers and sales plan is aligned with that of the company's goal and profitability
- Ensuring that all cycle promo and trade marketing plans are implemented timorously as per company objectives.
- Implementing trading terms and any other trade business plans effectively
- Ensuring that implemented activities exploit growth opportunity for both PR and customers
- Ensure that the activities support own area sales objectives and are in line with central brand/trade account strategy
- Demonstrating knowledge of PR brands and positioning within competitive landscape and ability to effectively utilise sales drivers to achieve objectives
- Understanding of customers and shoppers insights within own area
- Measuring and review of category performance
- Giving insights to PR teams on competitor plan and activities within different categories whererelevant
- Translating the insights in own area and channel into PR opportunities
- Interpreting and processing information to understand and influence business performance
- Providing regular reports and timorous feedback to the respective line managers regarding sales and market performance

- Providing insights to category management team and key accounts regarding own stores activities.
- Conducting pre and post evaluation of promo activities and events to relevant teams to ensure effectiveness.

2. Performing Sales Calls

- Ensuring updated customer master data are grouped and visited according to the segmentation rules.
- Achieving call rate on allocated customers a per frequency and timelines
- Demonstrating and consistently follow PR basic ways of working
- Planning and setting of a S.M.A.R.T. objectives
- Ensuring all set objectives are aligned to the business priorities.
- Initiating coaching session with respective line manager and continuously seek feedback on development needs.
- Proactively driving own development plan with line manager to effectively leverage on identified opportunities and close gaps.
- Adhering to company ethics and values according to the Code of Business Conduct.
- Ensuring that the company's business is compliant with own area legislations.
- Adhering to company policies and procedures as defined by PR CSR policy.

3. Promotional Activity

- Organizing and executing promotions according to the promotional plan.
- Implementing promotions set up according to set criteria, and on time.
- Submitting promotional feedback and sales performance as per set deadline to Trade Marketing Management, as well as Sales Management.
- Organizing for Promotional staff, stock and POS with Trade Marketing Manager.
- Ensuring organized promotions reflect brand appropriate look and feel
- Engaging and training Bar and outlet staff to promote the PR brands
- Developing and nurturing relationships with equity accounts developed
- Engaging consumers engaged through events and promotions

4. Managing Customers

- Demonstrating an understanding of customer's needs and motivations
- Adapting processes and customer style accordingly, in order to achieve PR objectives and joint business plans where necessary.
- Ensuring that customer keeps the right model stock at all times.
- Building collaborative relationship with customers and other business partners that complement customers business.
- Expediting the resolution of customers problems and complaints.
- Filing minutes of meetings with detailed action plans, and copying all parties involved.
- Understanding of PR Trading Terms and other investment plans and ensure adherence thereof.
- Being aware of how much investment allocated in own area or customers
- Managing and optimising trade spending as per allocated budget
- Proactively tracking and giving feedback on quality and effectiveness on trade investment and feedback to relevant PR parties
- Having sound commercial understanding of profitability and value chain customer/shopper and can identify when and how to add value for both.
- Having regular performance review with customers and retailers and hold them accountable to deliver results
- Influencing or translating the outcomes of the reviews into PR opportunities
- Ensuring all account receivable within your customer base are in adherence with stated credit terms and conditions

5. Managing and Understanding of Business Opportunities

- Clearly articulating of the main characteristics and key objectives of the off trade channel.
- Leveraging channel portfolio size and shopper insights to drive PR profitability.
- Having the edge to explore new boundaries that could create business opportunities within own area.
- Identifying new equity accounts and relationships.
- Being knowledgeable of industry trends and competitor landscape in which it operates.
- Getting field insights against 4P's (Product, Place, Price, Promotion)
- Understanding the categories in which PR and competitor brands operates

- Understanding why customers and shoppers/consumer/ purchase those brands.

Education & Qualifications

- Bachelor's Degree in Business Administration, Marketing or similar qualification.
- 3-5 years' experience in international consumer goods.

Requirements

- IT Skills: Conversant with using Microsoft Excel, PowerPoint, as well as Sales system
- Valid Tanzanian driving license
- Good negotiation and customer relationship management skills
- Good interpersonal skills both with internal and external relationships
- Great oral and written communication skills
- Good at planning and organizing to ensure priority task management
- Some knowledge of international spirits and wines is a plus.

Characteristics

- Very organized, structured individual
- A passionate, self-confident individual that is professional and result driven.
- Strong integrity and ability to work within a team
- Trendy, fashionable and well groomed
- Able to work independently within set parameters.

Reporting To

Head of Commercial Development, East Africa

Driving Licence

Required

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