

Marina Foods (Pvt) Ltd business in Sri Lanka for over 40 years & is a member of a Group which is the largest player in the Sri Lankan Edible Oil Industry.

Assistant Manager - Modern Trade

We are looking for an experienced Assistant Modern Trade Manager who will take charge of developing and implementing strategies to drive sales, increase market share, and enhance brand presence within the modern trade channel.

Key Responsibilities

- Build and nurture strong commercial relationships with key supermarket chains and oversee the profitability of our business by developing long term and short term sales strategies to achieve category business objectives
- Identify growth opportunities and develop channel specific sales activities with brand team overseeing the performance of the accounts in terms of shelf analysis, sales and promotional effectiveness of Joint Business Plans
- Lead and mentor Modern Trade sales team consisting of Executives, Sales Reps and Merchandisers for the day to day operations.
- Inform management about competitor activities and potential business threats.
- Sell products using solid points and unique selling propositions (USPs) to prospective customers, and manage new product listings.
- Develop joint business plans, maintain promotional campaigns, and oversee merchandising activities.
- Maintain positive business relationships with category heads and ensure customer satisfaction by resolving problems promptly.
- Analyze the market's potential, track sales performance, and provide management with insights on customer needs and competitive activities.

Knowledge & Skills

- Degree in Sales and Marketing, Business Management, or a related field is preferred
- Proficiency in all MS Office applications.
- Excellent management, leadership, and organizational skills.
- Strong analytical and problem-solving skills.
- Outstanding negotiation and consultative sales skills.
- Effective communication skills and exceptional customer service skills
- Ability to train and develop subordinates/staff.

Experience Required

- Minimum 4-5 years Modern Trade experience in FMCG with very good relationship with key customers

If you think you have what it takes, Please send us your detailed resume with recent photograph and details of 2 non-related referees

Apply via careers@nmk.lk on or before 22nd June 2024 by mentioning the position on the subject line.

Marina Foods (Pvt) Ltd

No.267, Dr.Danister De Silva Mawatha, Colombo 09