



VIETNAM COOPERATIVE DEVELOPMENT PROJECT

JOB DESCRIPTION

SALE MANAGER

The Vietnam Cooperative Enterprise Development (VCED) Project, implemented by SOCODEVI, taking place in five provinces (Soc Trang, Lam Dong, Ben Tre, Binh Thuan and Ninh Thuan). The main goal of the project is to support the transformation of the Vietnamese Cooperative sector to improve its competitiveness and its contribution to sustainable and equitable economic growth and to household-level livelihood conditions. To achieve this, VCED Project will work at three different levels:

- 1) Establishment and strengthening of sustainable agriculture cooperative enterprises in strategic value chains within the Vietnamese economy to become models of reference for scaling up. These value chains are the dairy sector (Lam Dong and Soc Trang) and fruits (pomelo, dragon fruit and table grapes);
- 2) Improvement of productivity and quality of agriculture production in a sustainable manner at the farm (household W/M) level, with value added;
- 3) Support the Government and stakeholders of the cooperative sector in the establishment of an enabling environment for the cooperative development and create a national strategy for replicability and scaling up of cooperative model enterprises in strategic value chains.

For the cooperative sector to contribute to significant and equitable (women and men) economic growth, it is essential that cooperatives become dynamic, competitive enterprises active in promising value chains where they can be successful. Women must also play a key role in these cooperatives as leaders, not just as members and employees.

Since 1990, SOCODEVI has adopted guiding principles and later a policy with the objective of promoting the reduction of unequal relationships between women and men through our projects and our work with partners.

Classification

Sales Manager

Reports to

Trade Advisor and R&D products

Date

as soon as possible



JOB DESCRIPTION

Summary/Objective

The sales manager position is responsible for planning and implementing sales, marketing and product development programs, both short and long range, targeted toward existing and new markets for the cooperative's products as mentioned above.

Essential Functions

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Develops and implements strategic sales plans and forecasts to achieve cooperative's objectives for products and services.
2. Develops and manages sales/marketing operating budgets.
3. Plans and oversees advertising and promotion activities including print, online, electronic media, and direct mail.
4. Develops and recommends product positioning, packaging, and pricing strategy to produce the highest possible long-term market share.
5. Achieves satisfactory profit/loss ratio and market share in relation to preset standards and industry and economic trends.
6. Ensures effective control of marketing results, and takes corrective action to guarantee that achievement of marketing objectives
7. Oversees and evaluates market research and adjusts marketing strategy to meet changing market and competitive conditions.
8. Monitors pricing of our products and competitor products, sales and marketing activities.
9. Establishes and maintains relationships with industry influencers and key strategic partners.
10. Guides preparation of marketing activity reports and presents to cooperatives.
11. Establishes and maintains a consistent corporate image throughout all product lines, promotional materials, and events.
12. Directs sales forecasting activities and sets performance goals accordingly.
13. Directs staffing, training, and performance evaluations to develop and control sales and marketing programs.
14. Directs market channel development activity and coordinates sales distribution by establishing sales territories, quotas, and goals.



15. Represents cooperatives at trade association meetings or fairs to promote cooperative's products.
16. Meets with key clients, assisting sales representative with maintaining relationships and negotiating and closing deals.
17. Coordinates liaison between cooperatives and other sales related units.
18. Analyzes and controls expenditures of selling activities and produce monthly sales report per cooperatives and for each products.
19. Prepares periodic sales report showing sales volume, potential sales, and areas of proposed client base expansion.
20. Reviews and analyzes sales performances against programs, quotes and plans to determine effectiveness.

Competencies

1. Business Acumen.
2. Communication Proficiency.
3. Customer/Client Focus.
4. Leadership.
5. Presentation Skills.
6. Problem Solving/Analysis.
7. Results Driven.
8. Strategic Thinking.
9. Technical Capacity.

Work Environment

This job operates in a professional office environment, show room and include field visits in the provinces of intervention.

Position Type and Expected Hours of Work

This is a full-time position, and hours of work and days are Monday through Friday, 8:00 a.m. to 5 p.m and for any other meeting or presentation for food Fair.

Travel

Travel is primarily local during the business day, although some out-of-the-area and overnight travel may be expected.

Working experience

Five years of related experience with progressive management experience.



Required Education and Experience

Bachelor's degree in sales, marketing or business administration or equivalent number of years of experience

Preferred Education and Experience

1-Master's degree in sales, marketing or business administration.

2-or any relevant experience in food sales for retails and food service (preferably experience in fresh fruits and products processed from fruits).

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Please send your application (letter of interest and resume) with clearly specifying in the “Subject box” of your e-mail: “Sale Manager position– With your complete name and the province you are selected” to the following e-mail address: VCEDproject@socodevi.org **before May 31, 2018**