

JOB DESCRIPTION

Job Title	<u>Petcare SPT Executive</u>	Date	
Job Level	<u>B3</u>	Written By	<i>(Signature)</i>
Reporting To	<u>SPT Manager</u> <i>(Immediate Supervisor)</i>	Reviewed By	<i>(Signature)</i>
Dept / Division	<u>Petcare Sales Indonesia</u>	Approved By	<i>(Signature)</i>
Contact address for applicant	mars-petcare.careers.id@effem.com		

1 : JOB PURPOSE

Summarise in one paragraph, why your job exists, and what it contribute(s) to the overall business of the Company. Avoid writing a general statement that can also apply to your superior's job.

Responsible for the Mars Foods Indonesia Petcare sales in SPT, Breeder and Vets Channel. Responsible for setting product sales quotas/targets and other agreed objective. May liase with distributors, exploiting promotional and publicity opportunities. Influencing Key opinion leaders (Vets,Breeders,Petshops,Grooming expertsand other professional associations like Kennel club etc.) to recommend and endorse Mars Petcare brands.

To contribute to the achievement of the Petcare Indonesia NSV and profit, on a period and annual basis through the performance of SPT, Breeder and Vets channels in the market.

2 : PRINCIPAL DUTIES / RESPONSIBILITIES

Describe the nature of work and responsibilities of this function.

<u>Sales Initiatives</u>	Est % Time Spent
<input type="checkbox"/> Contribute to the achievement of Petcare OP NSV & Profit through proper sales forecast and TE (Trade Expense) budget.	90
<input type="checkbox"/> Development, communication and implementation of effective nation-wide SPT, Breeder and Vets channel strategies including the distribution, availability and effective in-store trade activities.	60
<input type="checkbox"/> To work with SEA Petcare Marketing/Brand team in Development & hands on for Implementation of KOM Program.	30
A. Manage relationship with Indonesian canine Club (PERKIN) and Feline Clubs (CFI, ICA, and CFA) and the affiliated clubs.	
B. to Conduct seminars focusing on nutrition and other related topics to breeders, Vets and Pet organizations/clubs. This will be a conjunction of SEA Program.	
<input type="checkbox"/> Complete period update reports on sales, distribution, new lines, SPT, Breeder and Vets channel activity nation-wide.	10

MARS LEADERSHIP COMPETENCIES (MLC)

- 1) Action-oriented
- 2) Command Skills
- 3) Functional/Technical Skills

- 4) Organizational Agility
- 5) Planning
- 6) Priority Setting
- 7) Drive for Results
- 8) Comfort around Higher Management
- 9) Conflict Management
- 10) Customer Focus
- 11) Integrity & Trust
- 12) Listening
- 13) Peer Relationships
- 14) Personal Learning (Reflective Learning)

3 : MAJOR CHALLENGES

Describe the major challenges you face in carrying out your job, and what you do in order to overcome them..

- Managing demanding SPT stores, Vets & Breeders
- Promoting Prepared Pet food to preferred target market in country with low calorie conversion rate
- Competing with local brands and well known MNC brands

4 : PRINCIPAL CONTACTS

In carrying out the work, who are the major contacts required, both inside and outside the organisation, other than the supervisor and subordinates. Give the purpose and frequency of these transactions. Contacts may be individuals (by job title) or groups (committees, councils, etc.)

Contact	Frequency	Nature of Interaction
[Inside Organisation] Country Director	Quarterly and/ or Ad-hoc	Quarterly Channel Performance Review, Seek Opinions and gather feedback and approval major activities
SPT Manager	Weekly, Monthly and / or Ad-hoc	Periodic business performance review, seek opinions, gather feedback and agree on necessary actions to achieve target deliverable
Marketing/Brand/In-Sight Manager	Monthly and / or Ad-hoc	Market & Share Meeting, BAR process on Major Activities
Mars other unit associates	Ad-hoc	Interaction to develop rapport, shares best practices, etc.
[Outside Organisation] Distributors' Management	Daily/Weekly	Business performance review and agree on necessary actions to achieve target deliverables
Consultancy Organizations	Ad-hoc	Training, Sales Competencies, etc

5 : DECISION MAKING AUTHORITY & CONTROLS

Describe the type of decisions made alone, those on which the superior must be consulted and those referred to a higher level.

a) <u>OWN</u> Decisions :	
<ol style="list-style-type: none"> 1. Design and customising of initiatives, programs in supporting field activities to achieve target deliverables. 2. Planning and implementation of SPT, Breeder and Vets Channel strategies 	
b) Must <u>CONSULT</u> superior before deciding :	c) Must obtain <u>APPROVAL</u> of superior before taking action :
	<ol style="list-style-type: none"> 1. Distributorship appointment 2. Field strategies or specific channel / in store activities. 3. Travel plan and trip objectives

6 : DIMENSIONS

List the data / information which will show the scope and scale of activities with which the job is involved.

No. of Direct Reports	:	0
No. of Indirect Reports	:	(distributors' dedicated sales team)
Department Budget (TE)	:	TE Planning. To get approval from Country Business Development Manager prior to execution.
Annual Sales Revenue	:	Business Plan & Sales Forecast for assigned Channel nationwide. To get approval from Country Business Development Manager prior to execution.
Any Other Relevant Statistics	:	
Location	:	Jakarta and Surabaya and responsible for SPT, Breeder and Vets.

7 : JOB KNOWLEDGE & EXPERIENCE

Identify the specific knowledge, skills, qualifications and experience required to competently perform this job, as well as any professional qualifications.

Education Qualifications

- Bachelor's Degree in Veterinary science, surgery or Medicine or Science/Pharma

Relevant Experience

- Fresh Graduate, preferable 1 years & above with Sales Experience

Special Job Knowledge and/or Skills

- Understanding SPT, Breeder and Vets Channel.
- Multi-cultural adaptability and good interpersonal Skills
- Multi-tasking ability
- High mobility

Licensing and/or Certification Requirements

- Coaching & Teamwork
- Personality Development training e.g. 7 Habits of Highly Effective People, etc.

- Diplomatic in dealing with all parties
- Firm in decision making
- Strong in planning, organizational and communication skills
- Ability to handle project management
- Ability to meet deadlines and work under pressure
- Flexible, attention to detail, good analytical skill