

Job Description Template

MARS

Job Title	Area Sales Manager
Segment/Business Unit	Pet Care, Indonesia
Function	Sales
Zone/Grade/Job Level	
Location/Site	Sumatera(HQ-Medan),Kalimantan(HQ-Balikpapan),Semarang/Yogyakarta
Line Manager's Name	RSM
Date	

Job Purpose/Overview

Answer why this job is in the organization; why this job exists (2 or 3 sentences maximum)

The core purpose of the job is expanding distribution and identification of opportunities; Deploying channel strategies to gain market share in SPT/MT and GT channels. Execute distribution plan in appropriate ways & Execute RTM strategy with strong Sales Processes & Systems through effective and efficient front line team... To plan and achieve GSV/NSV sales for the geography and channel.

Key Responsibilities

Please list the most important and relevant responsibilities

Responsible for market and channel growth.

- *Achieve the Sales plan (NS and GS) with distributor support and alignment*
- *Lead and execute channel development according to plan.*
- *Pro-actively in identifying risks and how to mitigate risks to achieve the market and channel growth.*

Meet distribution & effective coverage plans.

- *Leads in the distribution expansion of Mars Product in large-medium retail and SPT within the assigned area.*

Achieve V3+1 and perfect store targets to ensure excellence in visibility.

Adhere and ensure compliance to sales operating procedures and reports.

- *Lead regular performance review with area distributor based on the pre-agreed KRA.*

Ensure customer engagement and development at all levels from area distributor to channels.

- *Represent Mars Petcare Indonesia to the key customers on relevant issues and concerns.*
- *Lead and execute customer development plan to achieve objectives.*

Develop & Coach field sales associates:

- *Conduct regular field coaching in order to create awareness, consistent work habits, develop focus on key priorities and reinforced positive individual attributes.*

Provide timely and accurate required Management Information System and set up sales automation.

- *Manage sales information system with area distributor. Consolidate and analyse all required sales-distribution metrics report from area distributor.*
- *Safeguard the sales automation implementation to achieve all objectives.*

Effective and efficient utilization of trade spends and manpower budget.

QMP parameter: “Associate is responsible to ensure effective implementation of Mars QMP (Quality Management Process), Quality and Food Safety requirements including Personnel Hygiene and GMP stated by the Organization as applicable. Associate shall deliver through Respective Area/Process Standard Operating Procedures. Meet basic competency requirements mentioned in the job Role Skill Matrix to ensure Quality and Food Safety requirements are implemented to satisfactory level.

Scope

Complete how the job gets done and the way it operate

The scope of the role is to grow the overall area by developing the category in channels of SPT/MT and GT. The role has to ensure the effective distribution & coverage and build excellence in visibility by deploying effective merchandising manual recommendations, perfect store and overall world class merchandising in market. Coach and develop field sales associates and strengthen the sales systems, reporting and process at all levels.

Relevant Quantitative and Budget Information

Financial	Effectively managing Trade Expenses in his area with c consultation with RSM and follow it up with Distributor for effective execution
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Staff	
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Other	
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Job Specifications/Qualifications

State the minimum education, knowledge, skills and experience this position requires. State the physical and/or mental requirements for the role (e.g. stand for x hours, lift x weight, concentration on repetitive tasks). Please distinguish any “preferred” qualifications.

Note: May differ from the current job holder’s own skills and experience.
 1. Education & Professional Qualification
Magister in Management/Graduate

2. Knowledge/Experience

4-6 years of Field/Area Sales Operation Experience in FMCG company with strong exposure in Channel Management

Level of role, Critical MLCs and Competencies

(Leadership & Functional/Technical)

Level of Role



Individual Contributor

- Delivers Consistent Results
- Creates Collaborative Relationships



People Leader

- Develops Talent
- Engages Associates



Senior Leader

- Practices Breakthrough Thinking
- Navigates Complex Challenges

Key Supporting Competencies (4-6)

(Note: competencies selected should be job related)

MLC: Deliver consistent results, Managing and Measuring work, Directing Others, Building Effective Teams, Motivating Others, Planning and Self Development, Integrity and Trust, Developing Direct Report, Conflict Management.

(refer to <http://www.talentdevelopment.mars>)

Key Functional competencies & Technical skills (3-5)

(Distinguish any preferred competences at the end of the list & notate them as “preferred”)

Effective Sales Management, RTM Optimization, In-store strategies & Tactics, Business Process Improvement, Managing cost & cash improvement, Category Expertise

