

# Job Description

MARS

Job Title/ Job Level	SPT Executive
Segment/ Business Unit	Petcare
Function	Sales
Location/ Site	Jakarta
Line Manager's Name	Hafid Nugraha
Date	

## Job Purpose/ Overview

Answer why this job is in the organisation: why this job exists (2 or 3 sentences maximum)

Responsible for the Mars Foods Indonesia Petcare sales in SPT, Breeder and Vet channel. Responsible for setting product sales quotas/ targets and other agreed objective. May liaise with distributors, exploiting promotional and publicity opportunities. Influencing Key Opinion Leaders (KOLs - Vets, Breeders, Petshops, Grooming Experts and 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.

## Key Responsibilities

Please list the most important and relevant responsibilities

	Est % Time Spent
<p><b>Sales Initiatives</b></p> <ul style="list-style-type: none"> <li>Contribute to the achievement of Petcare OP NSV &amp; Profit through proper sales forecast and Trade Expense (TE) budget.</li> </ul>	60%
<ul style="list-style-type: none"> <li>Development, communication and implementation of effective nationwide SPT, Breeder and Vets channel strategies including the distribution, availability and effective in-store trade activities.</li> </ul>	
<ul style="list-style-type: none"> <li>To work with SEA Petcare Marketing/ Brand team in Development &amp; hands on for Implementation of KOM programs.                             <ul style="list-style-type: none"> <li>A. Manage relationship with Indonesian Canine Club (PERKIN) and Feline Clubs (CFI, ICA and CFA) and the affiliated clubs.</li> <li>B. To conduct seminars focusing on nutrition and other related topics to breeders, Vets and Pet organizations/clubs. This will be in conjunction of SEA program.</li> </ul> </li> </ul>	30%
<ul style="list-style-type: none"> <li>Complete period update reports on sales, distribution, new lines, SPT, Breeder and Vet channel activities nationwide.</li> </ul>	10%

## Major Challenges

Please specify

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

## Principal Contacts

Please specify

Contact [Inside Organisation]	Frequency	Nature of Interaction

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/Insights Manager	Monthly	Market & Share Meeting, BAR process on Major Activities
Mars other unit associates	Monthly	Interaction to develop rapport, shares best practices,
<i>Outside Organisation]</i>		
Distributor Management	Daily/Weekly	Business performance review and agree on necessary actions to achieve target deliverables.
Vet, Breeders, Pet Shops	Daily	Technical training, conversion activities, consumer education.
Consultancy Organizations	Ad-hoc	Training, Sales competencies, etc

## Context and Scope of Authority

Please specify

- a) OWN Decisions :
  1. Design and customising of initiatives, education programs to drive calorie conversion
  2. Planning and implementation of SPT, Breeder and Vets Channel strategies
- b) Must CONSULT superior before deciding:
  - a) Must obtain APPROVAL of superior before taking action :
    1. Events, Vet Meet
    2. Budget Approval, Spends
    3. Field strategies or specific channel / in store activities.
    4. Travel plan and trip objectives

## Job Specification & Minimum Qualification

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, life x weight, concentration on repetitive tasks). Please distinguish any "preferred" qualifications.

### 1) Education and Professional Qualification

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

### 2) Relevant Experience

Fresh graduate, preferably 1 year and above experience.

### Licensing and/or Certification Requirements

Coaching & Teamwork

Personality Development training eg 7 habits of Highly Effective People, etc.

### Special Job Knowledge and/or Skills

- Understanding Ways of Working of SPT, Breeder and Vets Channel.
- Veterinary Education
- Multi-cultural adaptability and good interpersonal skills.
- Multi-tasking ability
- High mobility
- 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 skills

## Level of Role, Critical MLCs and Competencies

(Leadership & Functional/Technical)

Level of Role



**Individual Contributor**

- Delivers consistent results
- Creates Consistent 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

- 1) Action-oriented
- 2) Functional/Technical Skills
- 3) Organizational Agility
- 4) Planning
- 5) Priority Setting
- 6) Drive for Results
- 7) Comfort Around Higher Management
- 8) Conflict Management

## Key Functional Competencies & Technical Skills (3 - 5)

Distinguish any preferred competences at the end of the list & notate them as "preferred"

- 1) Customer Focus
- 2) Integrity & Trust
- 3) Listening
- 4) Peer Relationships
- 5) Command Skills

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

