



# **Interflour Group**

## **Role Clarification Form**



## Role Clarification Form – Internal Use Only

| IDENTITY   |  |   |
|--|--|---|
| <b>Organisation/ Country</b><br>Interflour Vietnam   | <b>Department/ Unit</b><br>Sales & Marketing                       | <b>Date</b><br>02 Jan 2018  |
| <b>Position:</b> Senior Manager – Sales & Marketing  | <b>HR (1<sup>st</sup> Level)/ Supervisor</b>                       | <b>Approval</b>   |
| <b>Supervisor's Position</b><br><b>Definition of Supervisor:</b> Senior Director   | <b>HR (Final Approval)</b>   | <b>Approval</b>   |
| PURPOSE (Why does the position exist, with what objectives and within what limits)   |  |   |
| <ul style="list-style-type: none"> <li>– To ensure that General Market achieves business objective and contribute to the budgeted sales and operating profit results, within authorized selling expense budgets whole national.</li> <li>– To manage staff, including staff planning, controlling, suggesting plan to train and develop staff, implementing and supervising the discipline and staff performance.</li> </ul> |  |   |
| SCOPE  |  |   |
| <b>Financial</b>   | <b>Non-Financial</b>   |   |
|  | No of subordinates (direct): >20<br>No of subordinates (indirect): |   |
| OPERATING NETWORK  |  |   |
| <b>Internal</b>  |  | <b>External (Outside SCM)</b>   |
| <b>Within function</b>   | <b>Outside of function</b>   |   |
| <ul style="list-style-type: none"> <li>• Senior Director</li> <li>• Managers</li> <li>• Direct Reports</li> </ul>  |  | <ul style="list-style-type: none"> <li>• Distributors</li> <li>• Customers</li> </ul> |

## Role Clarification Form

|  |   |
|--|---|
| <b>JOB TITLE</b>   |   |
| Senior Manager – Sales & Marketing   |   |
| <b>DEPARTMENT / UNIT / COUNTRY</b>   |   |
| Sales & Marketing  |   |
| <b>REPORTING TO</b>  |   |
| Senior Director  |   |
| <b>Role</b>  |   |
| <ul style="list-style-type: none"> <li>– To ensure that General Market achieves business objective and contribute to the budgeted sales and operating profit results, within authorized selling expense budgets whole national.</li> <li>– To manage staff, including staff planning, controlling, suggesting plan to train and develop staff, implementing and supervising the discipline and staff performance.</li> </ul> |   |
| <b>MINIMUM REQUIREMENTS</b>  |   |
| <b>Education / Experience</b>  | <ul style="list-style-type: none"> <li>• University degree or above; Major in Economic, Business Administration/ Food Technology</li> <li>• Five (5) year working experience in the same position and same responsibilities in Flour business/ Food industry/ relevant industries (flavour, ingredient,...)</li> </ul>  |
| <b>Specific Skills (Knowledge, skills and abilities)</b>   | <ul style="list-style-type: none"> <li>• English Skill – Advanced level</li> <li>• Good computer literacy (Ms Office)</li> <li>• Good knowledge of distributor management</li> <li>• Knowledge of Sales technology, competitive intelligence and assessment</li> <li>• Good skills in managing people &amp; ability to consistently handle a wide range of complex issues simultaneously</li> <li>• Information analysis skill</li> </ul> |

**AREAS OF RESPONSIBILITY (AOR)**
**Header**
**Definition**
**IN ORDER TO, what results**
**Achieve annual volume target for General Market**

- Achieve annual sales target in term of volume for General Market
- Allocate sales territory and deploy sales target for subordinates. Monitor their monthly performance

**Finance budget**

- Optimize the annual OPBIT
- Plan and propose the marketing and sales expense budget
- Make monthly sales forecast, ensure sales mix is optimal in OPBIT
- Control traveling expense efficiently vs working result

**Sales & Marketing Strategies**

- Develop marketing strategy (distribution, price, product, promotion, people, process) and sales plan for GM compliance with approved budgets
- Identifying and exploring on new business opportunities in targeted markets, product segment
- Implement and monitor report submission.
- Keep track competitor's activities and market feedbacks, determine key action plan to subordinates.
- Update economic indicators, market trends, and other relevant ones to flour industry and report to management for decision regarding wheat source, grist to match with the market competition

**Manage Sales Workforce**

- Setup & make appraisal KPI for sales team
- Manage national sales staff by conducting co-recruiting, selecting, orienting, and training employees.
- Manage and influence to sales administration section to ensure sales process compliance with policy

**Customer Management**

- Develop business relationship and classify customers.
- Control customer's debt

**Teamwork**

- Communicate & collaborate efficiently with other functional divisions