

## Darwin Platform Group of Companies

### Job Description

**Job Title** : Assistant General Manager- Sales  
**Reporting Line** : Chief Marketing Officer  
**Dotted Reporting** : Group CEO

#### **About the Job Role:**

- The Job Role will be responsible to conceptualize, design and implement the sales strategy, policy, methodology and operational road map to achieve primary, secondary and tertiary sales in Retail - Modern trade / E-Commerce / General Trade and HoReCa channel model.
- The role shall be responsible to develop all strategic alliances for expanding the product portfolio of the Organization. The role shall coordinate with all stake holders to prepare, present, influence and acquire business opportunities for the Organization.

#### **Ideal Candidate:**

- A proficient Sales Leader who has a track record of managing annual revenues of >INR 100Cr and has worked in the Retail Food / HoReCa / Food Industry / SCM / FMCG / FMCD / Retail / in India.
- A self-starter and go-getter who has hands on experience in designing, implementing and ensuring the smooth execution of a resulted oriented Sales plan and team.
- Should have an effective understanding of the Supply Chain value stream and must be an effective negotiator, influencer and solution provider.
- The individual must be an effective team builder to set up and operate a successful and efficient sales team for the Organization.
- Is experienced at partnering with the executive team and has excellent analytical, problem solving, communication and presentation skills.

#### **Roles and Responsibilities:**

1. Market Intelligence and Analysis:
  - a. Identify business opportunity in the Retail Modern Trade, General Trade and HORECA for FMCG, CD and Nutraceuticals in the country so as to leverage onto the ATL activities and capitalizing the brand.
  - b. Design, develop and implement a coherent go-to-market strategy for the Retail Modern Trade, General Trade and HORECA dovetailing it with the private label strategy to ensure maximum returns.
  - c. Merchandise Planning, includes Assortment Planning, Promotions & OTB Management
  - d. Identifies trends from the data, correlate business growth with market Intelligence and come out with required inferences.
2. Channel Development and Management:
  - a. Responsible for all National and Regional Modern Trade chains. Take ownership of opening new accounts with a specific focus on super and hyper chains PAN India.
  - b. Ability to utilize technology efficiently to onboard distributors, suppliers, stockists, dealers etc. so that it's possible to achieve maximum efficiency within controllable costs.

- c. Lead resource for planning portfolio growth initiatives with accounts, assortment planning, launch planning and execution, development and execution of Joint Business Plans
  - d. Align and execute trade marketing and trade promotions interventions in line with the modern trade and E Commerce business growth strategy and plan.
3. Smart Budgeting and Negotiations:
  - a. Ability to prepare cost effective holistic budgets which can address ~90% of regular anticipated indicants which may occur in the business and usual scenario and incorporate it in the Sales and Marketing Plan for budget approvals each quarter.
  - b. Effective negotiator to ensure best margin terms for the Organization in each deal whether with MT / E-Com partner and manufacturer / merchant.
  - c. Negotiate and Sign the TOT's with untapped chains and ensure product availability and visibility
4. Develop a progressive and sustainable sales performance environment:
  - a. Architect a sustainable working structure and people model for Sales and Sales Operations for the Organization PAN India
  - b. Ability to attract, inspire, groom and retain sales champions for the Organization.
  - c. Must be efficient at conflict resolution and promote a win-win customer approach whether it's for an internal or external customer.
5. Attending networking activities to research and connect with prospective clients.
6. Developing and maintaining meaningful relationships with existing clients to ensure that they are retained.

**Requirements:**

1. Preferred- Post Graduate Degree in Sales and/or Marketing.
2. Reliable and self-motivated
3. Excellent time management skills
4. Excellent written, verbal, and interpersonal skills

**Additional Pointers:**

1. Should be open to transfer to any other group company/department/location on the basis of management requirement.
2. Should be open to take additional responsibilities apart from the current scope of work.