

Manager Sales & Marketing			
Job Title	Manager		
Division	Sales and Marketing Division		
Department	Sales & Marketing Management Department		
Section	Sales & Marketing		
Location	IBU-Kuwait	Direct Reports	Sales, CS & Retail
Reports To	Country General Manager	Version Number	1
External Relations		Guide Number	7705
Internal Relations		Job Code	

Basic Function

Responsible to provide leadership. Prepare the yearly operating plan and executing/implementing them in the respective department (Sales, Service Center & Customer Service). Process and procedures are followed. Utilization of resources, consistent growth in sales and profitability within the Sales and Service Center functions. Manage Internal and external relationship with consistent customer service deliverables. Fully understand, drive, and promote SMSA Vision, Culture and Values.

KEY Responsibilities

Core-Sales

- Manage and achieve revenue budget for the Country
- Manage, Responsible and administer the Top Major Customer Portfolio of the Country
- Monitor, manage and guide sales teams to achieve their individual and team sales targets
- Contribute directly towards country notional results by ensuring growth and increasing market share as planned
- Deployment of sales strategies and enabling tactics, driving both acquisition and retention of revenue through the sales channel
- Monitor and promote customer automation
- Monitor market and competition, take appropriate actions that will reduce or eliminate any business risk within the framework of the Company strategy objectives and or procedures
- Analyze Customer performance and trading commitments
- Review of existing, new contracts and or contract amendments
- Maintain direct contact levels with strategic and Major account customers
- Ensure Service quality is maintained, and service issues are addressed promptly to maximize customer satisfaction and retention rates

Core-Customer Service

- Achieve the expected levels of service, quality, and cost control in a changing technological environment, where customer contact methods and expectation levels are continually developing
- Manage escalated customer calls in a professional manner to re-instill customers' faith in SMSA and avoid further escalation

- Handle, manage, analyze, and take appropriate actions over customers' complaints and escalation for the country
- Maintain desired Service Level within the department
- Ensure efficiency of staff
- Verify availability of trace and shipment within services level
- Take measures to reduce the occurrence of service failure
- Personally visit customer to solve any issues
- Participate in the development, implementation, and update of all aspects of Customer Service Training

Core-Service Center

- Ensure the Service Center Department revenue growth meet the planed target
- Ensure Service Center services are available as planned
- Scheduled and spot visit Service Centers
- Monitor demonstrates consultative behaviors to ensure friendly, polite, expert service is delivered to all customers
- Evaluate the efficiency and productivity of Service Center staff in creating positive customer experiences
- Implement all shipping related services and activities
- Ensure collective high standards of performance from the team, communicating/ allocating work requirements, priorities, expectations, and responsibilities
- Coordinate solving any issues relating to payments/approval per company policy/procedures and budgets
- Supervise Service Center team to meet tight deadlines and departments objectives

Performance Management

- Ensure JDs and KPIs for each individual member of staff are prepared and distributed
- Ensure proper training, understanding and communication of individual KPI's are done
- Ensure each staff understands the KPI structure, his/her deliverables, and the measurement criteria
- Monitor staff performance (KPIs) daily, weekly, or monthly as per plan
- Preparation and distribution of targets, goals and or KPIs daily, weekly, monthly, quarterly, or yearly
- Adapt reporting to KPI requirements of each functional area
- Communication with the whole staff on daily/weekly/monthly goals, performance to plan key performance metrics, customer issues and company initiatives
- Monitor and ensure timely production / submission of all report on performance and KPIs as agreed
- Conduct all Individual KPIs, performance reviews

HR Related

- Recruit, train and motivate the staff to ensure necessary quality and quantity of staff are deployed to meet department objectives and maximize customer satisfaction
- Ensure all budgeted positions are hired on a timely manner
- Recommend promotions for employees who consistently exceed performance expectations and satisfy other requisite criteria
- Ensure the staff exhibit high levels of integrity and ethical behavior

- Review employee progress as related to quality and productivity objectives and participate in the development of programs to improve overall staff performance
- Develop and implement incentive, campaign and appreciation programs for Department that will help motivating and encourage the team
- Ensure retention of employees as per agreed standards

Quality Management

- Ensure all department maps, process, policies, and work instructions are up to date and uploaded on GUIDE
- Ensure that the GUIDE process is understood and followed by each employee in the Sales, Service Center and CS departments and monitor compliance
- Development review recommendations for improving process, policies and recommend / make or initiate necessary changes
- Ensure customer database quality is maintained by the sales force and data quality reviewed periodically
- Ensures each member of the team are in compliance with all the company standards, process and or policies at all times
- Ensure all reports by individual, department or team are produced and distributed on time or as agreed schedules

Budget

- Prepare departmental annual plan (Sales, CS & Service Center)
- Contribute to the creation, calculation and implementation of the country sales, CS & Service Center budget and forecast
- Resource planning
- Strategic planning for revenue, growth, and expansion

Marketing

- Marketing strategy for Kuwait market
- Brand and Branding guidelines - implementation, monitoring and compliance.
- New product or product development within Kuwait
- Implementation and roll out of any new product or services within the country
- Coordinate with Marketing Department for any projects and or marketing requirements for Kuwait
- Responsible for the customer and staff surveys

Training & Development

- Identify training needs for individuals and departments.
- Communicating training needs to Training department, organizing, and scheduling the yearly and or ad hoc training calendar
- Ensure constant coaching is performed for supervisors or individuals in team as per gaps identified
- Develop, groom, coach, functional or cross functional subordinate or staff members
- On Job coaching and training for the team or individual

EHS

- Understand and adhere to the company's environmental and safety policies.

- Regularly attend safety training and awareness sessions.
- Always use personal protective equipment (PPE) where required.
- Immediately report any environmental or safety concerns.
- Actively participate in emergency drills and respond as trained.
- Be aware and comply with all legal requirements related to environmental health and safety.
- Encourage colleagues to adopt safe and environmentally friendly practices.

Competencies - Professional and Technical	
Behavioral Competencie	
Analytical Thinking	Level 4
Communication	Level 4
Creative Thinking	Level 4
Decision Making	Level 4
Networking/Relationship building	Level 4
Team Leadership	Level 4
Technical Competencie	
Competition Knowledge	Advanced
Internal Audit Compliance Knowledge	Advanced
MS Office (Excel, Word, PowerPoint, Visio, Outlook) Knowledge	Advanced
Competencies – EHS	
Knowledge of basic environment health and safety requirements EHS corporate objectives awareness Awareness of EHS requirements in the QEHS management systems Have attended EHS awareness training (if applicable) Awareness of Environment Health Safety incident reporting	
Organizational Competencies	
Intermediate <i>*Refer the Organizational Competencies Dictionary in GUIDE (Doc# 6244)</i>	
Decision Making	
Staff Related Issues Contract and pricing level Target setting Cost Control as per Budget Purchasing Items as per authority matrix	
Key Performance Indicators (KPIs)	
Abide by the goal setting forms (Individual KPI'S) of the current financial year	
Qualification : Education and Experience	
Bachelor's Degree (Preferred specialization in their field of work).(Those in finance/ accounting jobs must be a CPA or equivalent.),. At least five (5) years of relevant work experience, 2 years of which should be in managerial capacity, preferably in the same industry.	
or	
Diploma, certificate courses with over 8 years industry experience of which at least 2 years has been in management position	
or	
Diploma, certificate courses with over 10 years industry experience of which at least 4 years has been in Supervisory position	
*Note: Industry Experience wherever its applicable	

Date Of Release

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Prepared By:	Reviewed by:	Approved by:	Endorsed by:

Updated by:	Date:	Approved by:	Date:

Employee Name:

I hereby confirm my utmost commitment in fulfilling all the requirements including above and any amendment to this document.

Management reserves the right to amend the Job description at any time without prior notice.

Signature:	Date: