

Vacancy

Head of Sales and Marketing

The ideal candidate will be responsible for the overall sales strategy and performance with the key motive of increasing EFRC's profitability and brand footprint in the FMCG market.

Responsibilities:

Will include but not be limited to, the following:

- Develop strategies and campaigns to increase revenue, reach target markets, create consumer awareness and effective promoting of the EFRC brand to meet set sales targets and revenue margin in line with EFRC's Vision, Mission and Strategic Intent.
- Initiate growth plans and maximising of gross margin by driving sales and controlling costs including translating strategic goals into operational plans to achieve targeted growth for the group's retail stores and key accounts accordingly.
- Undertake sales and marketing research in line with strategy through devising and coordinating cutting edge growth strategies leading to an increase in market share.
- Interpreting consumer trends including analysing data regarding consumer perceptions, trends, patterns and preferences, and using this information to grow EFRC's revenue margin.
- Develop and maintain a customer service and complaints system as well as management of the EFRC website and increasing traffic through search engine optimisation together with key service providers.
- Oversee all advertising, as well as public relations and brand management for the EFRC group including controlling the issue of news and press releases as well as responding to EFRC related social media dialogue.
- Monitoring of software, systems and hardware used in sales and retail store functions for effectiveness and efficiencies, and investigating better technological interventions on deficiencies identified.
- Oversee chain of retail stores and sales team to ensure uniform adherence to company procedures and standards across all stores and assigned function.
- Ensure harmony and optimum performance of human resources assigned to your function in line with company policy and procedure as well as applicable labour legislation.

Requirements:

- Bachelor's Degree in Sales, Business Studies, Administration, Marketing, Economics or equivalent.
- Successful track record on working with the FMCG market and conducting market research
- 10 years FMCG experience in retail sales management at a senior level.
- The ability to plan and implement strategies, with a successful track record in working with key accounts.
- Proven results of delivering client solutions and meeting sales goals with strong sales and negotiating skills.
- Strong leader with a high energy level and the ability to operate under pressure.
- Analytical and insightful attention to detail with excellent reporting, communication, presentation and interpersonal skills.
- Creative, self-motivated, self-starter and energetic.
- Strong work ethic and commitment to integrity.
- Financial knowledge, analytical skills and proficiency in MS office suite.

We offer a competitive salary with benefits. The appointment will be made in accordance with the Company's EE Policy. Interested applicants should forward their CV's to: priscient@efrc.co.za; clearly stating which position they are applying for, on or before 20 January 2022. Candidates who apply from outside the Western Cape will be responsible for all relocation costs should their application be successful. Only shortlisted candidates will be contacted. Should you have not been contacted within 1 month, please consider your application unsuccessful.

All personal information of applicants will only be processed as allowed for by the Protection of Personal Information Act 4 of 2013 (POPI Act) and other relevant legislation, including labour legislation. Information collected may be shared with Operators and/or Third Parties who will be tasked to assist with specific recruitment functions as required and allowed by applicable company policy and in line with the POPI Act.