

## Expression of Interest - Area Manager Pakistan

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Company: British American Tobacco

Location: Pakistan

Category: other-general

**BAT is evolving at pace - truly like no other organisation.**

**To achieve the ambition, we have set for ourselves, we are looking for colleagues who are ready to live our ethos every day. Come be a part of this journey!**

**PAKISTAN TOBACCO COMPANY IS LOOKING FOR A NAREA MANAGER**

**SENIORITY LEVEL:**Area Manager

**FUNCTION:**Marketing

**LOCATION:** Pakistan

### **ROLE POSITIONING AND OBJECTIVES**

The role is responsible for developing and implementing a trade coverage plan for the area

**Reports to:** Regional Manager

**Reporting Level:** Area Manager

**Geographic Scope:**Pakistan

### **WHAT YOU WILL BE ACCOUNTABLE FOR**

Ensure the effective and efficient utilisation of field force resources.

Ensure that objectives in terms of availability, visibility, volume, margin, quality (. RQI) and customer price of products are achieved for the area

Work closely to the Regional Manager to adapt trade programmes developed by the Business Development Manager to the area's reality

Provide guidelines to the Trade Marketing Representatives regarding retail planograms and merchandising materials

Ensure that area team and trade partners are well-trained and aligned with BAT's International Marketing Standards and all Corporate Guidelines

Consolidate data gathered by area team to insure that Regional Manager is fully informed at all times

Ensure that internal control procedures are followed in relation to the identification and resolution of cash and stock shortage discrepancies

Manage the productivity & cost optimisation of the area (trade spend effectiveness in the area)

### **ESSENTIAL EXPERIENCE, SKILLS AND KNOWLEDGE**

Ideally, not less than 3 years' experience in FMCG category

Developing and maintaining relationships with customers, external suppliers and commercial partners

Functional knowledge and skills relating to trade marketing, customer engagement, account management and field operations

Managerial & Interpersonal skills for selling, negotiating and influencing

Ability to motivate, coach and develop people

Shares accountabilities with other areas (within the geographic area) in terms of: Sales volume, Market share, Brand portfolio financials

### **WE ARE BAT**

At BAT we are committed to our Purpose of creating A Better Tomorrow. This is what drives our people and our passion for innovation **See what is possible for you at BAT.**

Global Top Employer with 53,000 BAT people across more than 180 markets

Brands sold in over 200 markets, made in 44 factories in 42 countries

Newly established Tech Hubs building world-class capabilities for innovation in 4 strategic locations

Diversity leader in the Financial Times and International Women's Day Best Practice winner

Seal Award winner – one of 50 most sustainable companies

## **BELONGING, ACHIEVING, TOGETHER**

Collaboration, diversity and teamwork underpin everything we do here at BAT. We know that collaborating with colleagues from different backgrounds is what makes us stronger and best prepared to meet our business goals. **Come bring your difference!**

**Disclaimer: We might not have an open role at this moment, but, because our work environment is very dynamic, we would love to hear from you! We encourage you to apply and the moment we have a suitable position for your profile, the Recruitment Team will contact you as soon as possible.**

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