

PASSION TO INNOVATE | POWER TO CHANGE

Head of Sales – Consumer Health

YOUR TASKS AND RESPONSIBILITIES

To achieve profitable results through the regions 3rd party sales and merchandising partner and to ensure successful implementation of the marketing and sale strategies, This role is also responsible for strong in-store execution across all customers. To drive, manage and undertake strategic and operational responsibility for the Sales function of Consumer Health's Retail and Pharmacy product range in South Africa

- Manage and undertake strategic responsibility for the sales of BCH's product portfolio in SA.
- Ensure the efficient utilization of operational resources to maximize sales and profits
- Expand CH Division's market position in both the SA Pharmacy and Grocery channels
- Drive below the line marketing activity plans in the market through sound sales activities to meet required business growths and respective market shares
- Ensure expanding market position of the OTC business in all channels in SA
- Lead , manage and coach employees efficiently, creating and retaining a motivated high performing team
- Ensure effective performance in the Pharmacy Channel through the Channel controllers in SA
- Manage, coach and develop direct reports. Drive the direct reports to coach and develop their respective direct reports
- Ensure effective performance in the Grocery Channel through the Grocery Regional Sales of 3rd party Grocery sales operation

Application Period

14 February 2019 – 28 February 2019

Reference Code

HOSCH2019

Division

Consumer Health

Company

Bayer (Pty) Ltd

Department

Sales

Location

Isando

Functional Area

Sales

Position Grade

VS 2.0

Employment Type

Permanent

Work Time

Regular



- Ensure adequate information flow to relevant departments to allow related functions to support sales activities
- Develop and ensure implementation of a clear sales strategy across all channels – long term strategic sales planning and tactical short planning, in line with the business strategy
- Drive the formulation of strategic account plans for the implementation in the Pharmacy and Grocery Key Accounts.
- Actively drive the strategic Grocery and Pharmacy Account management process and the implementation of agreed promotional investment plan to ensure best performance
- Drive sales strategies to achieve market penetration, brand positioning and growth in market shares, maintain and expand sales drive for the product portfolio
- Ensure successful implementation of Marketing activities and marketing plans in both the Pharmacy and Grocery Channels
- Together with divisional stakeholders set realistic budget goals and ensure that they are met each year
- Effective control of the sales department's selling/operational budget and promotional investment plan
- Direct the effort and concentration to priority projects that are beneficial to the business
- Operations control including:
 - Increase forecast sales accuracy with close alignment to Controlling and Logistics to ensure improvements in working capital, returns and out of stocks
 - Actively manage the discount levels and customer costs to increase profitability of Sales
 - Monitor and contribute towards the development of pricing strategies and based on market dynamics together with respective management team.
 - Monitor and plan Gross Margin distribution and achievement among brands, and categories
 - Partner and provide strategic direction to 3rd party Grocery sales operation
 - Participate and contribute to the Division's success as part of the decision making body, i.e. Management Committee.
 - Establish and maintain effective relationships
 - Bayer colleagues, Key account Buyers – Buying responsible, Pharmacists and 3rd party service providers.

WHO YOU ARE

Experience & Qualifications

- Matric
- Bachelor's degree in Commerce or Marketing
- Experience in sales of consumer and/or OTC products in Pharmacy, Retail/Mass Market channels of distribution
- Experience of business at a senior management level
- Full management of Financial ratios, Financial analysis, Pricing, Discounts, POS investment. Financially oriented mentality



- Knowledge of consumer promotions and KAM management both in Pharmacy and Grocery channels of distribution
- Experience in dealing in different markets and market environments
- Proper understanding of business principles

Skills

- Effective strategic thinker with analysis and problem solving skills
- Skilful in successfully building business platforms and respective sales organisations, by coaching and developing people
- Effective planning, organising and execution skills
- Ability to focus on results and make decisions quickly with limited information
- Ability to work independently with a high degree of initiative
- Ability to produce results under pressure
- Accurate and figure orientated

CONTACT US

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