

Sales & Marketing Director

Location: Pinggu, Beijing

Responsibilities:

- Direct, supervise and coordinate company sales and marketing functions.
 - Establish the strategy and planning of the company (Sales and Marketing).
 - Work directly with GM, Establish and implement short- and long-range departmental objectives, targets, forecast, planning, policies, and operating procedures.
 - Lead the sales team to achieve JV sales and marketing financial objectives, determine annual and gross-profit plans by forecasting; projecting expected sales volume and profit for existing and new products; analyzing trends and results; establishing pricing strategies; recommending selling prices; monitoring costs, competition, supply and demand.
 - Analyze and evaluate the effectiveness of sales, methods, costs, and results.
 - Plan and coordinate public affairs and events.
 - Directly manage major and critical developing client accounts, manage developing the distributors and coordinate the management of all accounts.
 - Promote positive relations with partners, vendors, and distributors.
 - Other duties as assigned.
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- Recruit, train, supervise, and evaluate department staff.
 - Accomplish sales and marketing human resource objectives by recruiting, selecting, orienting, training, assigning, scheduling, coaching, counseling, and disciplining employees; communicating job expectations; planning, monitoring, appraising, and reviewing job contributions; planning and reviewing compensation actions; enforcing policies and procedures.

Requirements

- Financial Strategy, Planning, Marketing Concepts, Positioning, People Management, Sales Planning, Competition Analysis, Knowledge of contracting and negotiating, Understanding the Customer, Product Development, Client Relationships, Creative Services.
- Competences in administration, budget, planification, cost optimization.
- Professional written and verbal communication and interpersonal skills in Chinese/English/French (not mandatory).
- Ability to motivate teams to produce quality materials within tight timeframes and simultaneously manage several projects. Ability to participate in and facilitate group meetings.
- Bachelor's degree or above in Business or Marketing and at least 10 years of experience in food industry with a senior sales and/or marketing position (mini 8 years).

Please send your resume to: zhao.lys@ccifc.org