


Title:- Job Description Format	Issue No:- 01	 VVF Limited	
Linkage:- Recruitment Policy	Date:- December 2013		
Format No:- 02	Revision No :- 01		
Released by:- VP - Human Resources	Revision Date:- 00-00-00		
Job Description			
Role	AGM / DGM - Sales & Marketing, Oleochemicals (APAC)	Location	Singapore
Cadre/ Grade	Mid Management Cadre	Function/Unit	Oleo
Educational Qualification	Bachelor or Master of Science + MBA / Post Graduate Diploma in Business Management	Experience	Upto 15 years experience in the sales and marketing of oleochemicals/ chemical products
Reporting to	Administrative	Functional	
	CEO - Oleo BU		
Direct Reportees	Administrative	Functional	
	1 -2 Direct reports		
Key Internal Interactions	Entity	Purpose of Interaction	
	Operations		Manufacturing, Quality, Product Specifications
	Business Finance		Pricing, Business Planning, Collections of receivables, Expense Management, MIS
	Supply Chain		Customer Service , Product Availability,Demand & Supply Planning, Logistics
	Corporate Functions (HR/Finance/Legal)		Functional Support
	R&D		Long and medium- term Business Development, Product Development
Key External Interactions	Entity	Purpose of Interaction	
	Customers(Purchase and technical team)		Business Development, Contract discussions, Relationship management, Customer Service
	Industry Forums/ Associations		Market Insights, Key Industry representations/ interactions
	Distributors		Business Development, Contract discussions, Relationship management, Customer Service
	Media (Television, Newspapers, Magazines)		For ensuring positive coverage of the corporate and retail brand (under guidance of Corporate Communications)
Role Purpose			
To grow APAC sales of VVF's Oleochemicals Business profitably by maximizing reach-direct and indirect in international markets, New Product Development, Portfolio optimisation and strong customer engagement based on strong oleochemicals market insights.			
Key Responsibilities			
Planning and Strategising			
Develop the sales and marketing strategy for VVF's Oleo brands in APAC and present to BU Head-Oleochemicals for review. This will involve development of an optimal product portfolio, identify markets/customers to grow access , appropriate pricing to deliver strategic goals of the company/business			
Contribute to the Annual Business Planning process through accurate revenue forecasting for the sales of Oleo products in APAC.			
Develop and execute robust Business Development focusing on key products and key geographies and devising strategies for thrust in each of these areas.(2-3 year time frame) working with R&D			
Develop and implement strategic initiatives to increase sales volume, including decisions on			
- Pricing			
- Geographies, accounts and product including Distributor management & Key Account Management strategies			
- Key variants for volume growth in products			
Policy and Process Design, Implementation and Review			
Monitor execution of the Business Development plan with focus on key products and geographies within APAC.			
Oversee key sales and marketing initiatives to ensure adherence to objectives on			
- Sales Volumes			
- Gross Contribution			
- Customer satisfaction,			
Ensure adherence to customer service levels.			
Ensure on time collections with "nil" credit risk on receivables			
Develop market insight and analytic capabilities to proactively identify market trends /developments including competitor intelligence			
Coordination and Interface			
Interface regularly with supply chain team to ensure communication of consignment delivery commitments.			
Interface with the India R&D Head for Product /Business Development and customer queries on product quality/specifications			
Interface with customer's R&D, Quality and Purchase teams to be constantly updated on regulatory compliance, customer needs and competitor information.			
Ensure continuous tracking and timely submission of monthly reports, customer feedback analysis and competitor information.			
Interface with distributors & traders to understand the market trends and incorporate them in sales and marketing strategy.			
Communicate and agree on service levels with customers, in collaboration with the Operations Department.			
Ensure continuous tracking and timely submission of the Sales and Marketing MIS.			
Focus on incorporating process improvements in the sales and marketing process.			
Management of performance, capability and morale			
Manage performance of the Sales & Marketing teams to support capability building and ensure that individual and individual/ team morale and motivation is positive.			
Infrastructure and Technology Investment and Management			
Ensure successful deployment of latest sales and marketing tools and technologies.			
Technical Skills and Knowledge			

Proven ability to build, sustain, and influence relationships, at all levels of an organization
Strong negotiation and relationship management skills
Updated understanding of the Oleochemicals industry, market, competition and customers
Understanding of vegetable oils/commodity markets and risk management
Knowledge of company's strategy, structure and practices
Strong conceptual, planning, and decision-making skills
Exceptional communication and interpersonal skills with the ability to invoke change
Deep data analysis, planning and forecasting skills
High degree of action orientation and proactiveness to quickly action tasks
<div> <div>Prepared by</div> <div> <div>Name:-</div> <div>Designation:-</div> <div>Signature:-</div> <div>Date:-</div> </div> </div> <div> <div>Approved by</div> <div> <div>Name:-</div> <div>Designation:-</div> <div>Signature:-</div> <div>Date:-</div> </div> </div>
<div>N.B.:- All Senior Management Cadre JD's to be signed by MD, Middle Management Cadre JD's to be signed by their respective Department / Business Head, Junior Management & Officer Cadre JD's to be signed by their respective Department Head</div>