

## **Regional Business Development Manager**

### **ROLE AND RESPONSIBILITIES**

More specifically, the duties and responsibilities of the Regional Business Development Manager include the following:

1. To prepare annual sales budget / targets and plan activities for achieving business targets
2. To manage, supervise and monitor the cluster teams within the province.
3. To set KPIs for self and cluster team members within the Province and evaluate their performance as per the performance appraisal policy of the Company.
4. To recommend and carry out Brand promotion activities for the visibility of brands within the province.
5. To maintain productive relationship with agents, merchants, regulatory authority and local community.
6. Participate in local events for the promotion of products and services (brand) of the company.
7. Supervise Administrative, logistic affairs and documentation support in the provincial office to ensure that they comply with legal requirements.
8. To find out and be aware of the competitor's activities and prepare or recommend strategies to counter the competition
9. To organize sales campaigns for promotion and awareness of existing and new products / services of the company to general public.
10. To report the reports related to the business growth to the management on regular basis.
11. Managing expenses related to local purchase of essential items with the budget.
12. Any other assignments as assigned by the management from time to time.

### **JOB / PERSON SPECIFICATION:**

#### **QUALIFICATIONS AND EDUCATION REQUIREMENTS**

- MBA or Master's degree in business /management studies.
- 5 - 7 years of progressively responsible experience in the leadership role in a sales and marketing role in the reputed company.

#### **FUNCTIONAL SKILLS**

- Planning / Budgeting skills
- Business Intelligence skills
- Team skill
- Negotiation skills
- Communication skills
- Interpersonal skills
- Analytical and numerical skills