

# Scale the Success of Retail Sales: “Non-Fuel Leader Wanted”

Our client, Gas & Oil Pakistan Limited (joint venture of ARAMCO), one of Pakistan’s biggest oil marketing companies is looking for a dynamic corporate professional to drive the sales strategy in the capacity of:



## General Manager Non-Fuel Retail Sales

### Key Roles & Responsibilities:

- ❑ Formulate strategy for the retail network's non-fuel retail products and services in the short, medium, and long term to achieve organizational objectives & annual growth.
- ❑ Identify and pursue new innovative business opportunities, including partnerships with local and international brands to boost non-fuel retail revenue and profitability.
- ❑ Approve, review, and optimize non-fuel retail layouts and investment plans across affiliates to maximize returns, optimize land use, and align with strategic growth priorities.
- ❑ Develop and manage the annual budget for the non-fuel retail division including forecasting revenue from various NFR streams (convenience stores, cafes, car washes, ATMs etc), estimating operational expenses, and allocating capital for new projects and renovations.
- ❑ Utilize market trends and consumer insights to inform marketing strategies and contribute to the annual marketing planning process.
- ❑ Lead the digital transformation of the non-fuel retail business by identifying and implementing new technologies that enhance operational efficiency and the customer experience.
- ❑ Monitor monthly and quarterly performance results, identify performance gaps and ramifications, and lead the development of corrective actions that tackle the root causes.
- ❑ Act as the focal point of engagement with key business partners and internal stakeholders, ensuring alignment of objectives, smooth coordination, and long-term collaborative value creation.
- ❑ Develop and provide reports to the leadership and recommend operational improvements in order to support in planning, decision making and continuous improvement.

### Key Requirements:

- ✓ Bachelor’s degree (Masters preferred) in Marketing, Economics, Business Administration, or a related field from a reputable institution.
- ✓ Minimum 15 years of substantial relevant experience of Oil & Gas non-fuel retail sales administration with at least 5 years on senior leadership roles.
- ✓ Strategic mindset with the ability to develop and implement innovative sales and marketing strategies that align with the company's business goals.
- ✓ Proven leadership skills with excellent negotiation and communication abilities to build and maintain profitable partnerships and foster a collaborative work environment.

### Matters for Consideration:

- Interested candidates meeting the requirements of the role can apply at:  
<https://www.affco.com.pk/Recruitment>
- Deadline for submission of applications is **September 8, 2025**
- The position is based in **Lahore** and offers a **competitive compensation** profile.
- Only shortlisted candidates will be called for interviews.