

Shape the Future of Retail Sales (Modern Trade) for a Fast-Growing Plastic Manufacturer



Our client, a prominent player in the manufacturing and export of household products, is seeking a dynamic professional to drive their sales in the capacity of:

Head of Sales (Modern Trade)

Key Roles & Responsibilities:

- ❑ Develop and implement sales and marketing strategies that align with sustainable business goals and promote growth within the industry.
- ❑ Lead top-tier negotiations with key distribution channels and maintain profitable partnerships.
- ❑ Prepare and manage the annual sales and marketing budget, ensuring alignment with the organization's financial objectives and industry standards.
- ❑ Ensure revenue targets are met and manage sales projections for both existing and innovative products.
- ❑ Manage marketing campaigns across various platforms, adapting strategies to meet dynamic sector needs.
- ❑ Conduct market research and competitor analysis to identify trends, opportunities, and gaps, informing both sales strategies and pricing strategies.
- ❑ Develop pricing strategies by analyzing market trends, competitor pricing, and customer demand to ensure competitive and profitable pricing of the products.
- ❑ Oversee local and regional sales promotions and campaigns to enhance product reach.
- ❑ Identify target customers, develop sales roadmaps, and align efforts with market dynamics and sustainability objectives.
- ❑ Track and analyze campaign performance using data-driven insights to optimize marketing efforts and improve outcomes.
- ❑ Build and maintain a strong brand presence through consistent messaging and design across all marketing channels.
- ❑ Monitor industry trends, particularly in recycled materials, and encourage innovative thinking using the latest marketing tools and best practices.

Key Requirements:

- ✓ Bachelor's degree in Marketing, Business Administration, or a related field (MBA preferred) from a reputable institution.
- ✓ 8 to 10 years of substantial experience in modern trade, sales and marketing within the consumer products sector, preferably in the Fast-Moving Consumer Goods (FMCG) sector.
- ✓ 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 **August 15, 2025**
- The position is based in **Karachi** and offers a **competitive compensation** profile.
- Only shortlisted candidates will be called for interviews.