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**Job Title:** Head of Sales & Marketing

**Reports To:** CEO’s and Co-Founders

**Main Purpose of the job**

To act on behalf of the CEO’s to lead the development and execution of our commercial strategy. To drive sales performance, brand growth, and customer acquisition across all channels. To have knowledge and a deep understanding of consumer behaviour, market trends, and channel management.

**Main Responsibilities**

**Sales Strategy & Execution**

* Develop and implement sales strategies to achieve business growth targets across retail, foodservice, B2B, and/or export channels.
* Manage key house accounts and distribution partners, ensuring strong relationships and performance metrics.
* Lead national and regional sales teams, setting KPIs, territories, and performance benchmarks.

**Marketing Strategy & Brand Management**

* Define and drive marketing strategy aligned with business goals, including brand positioning, campaigns, and product launches.
* Oversee development of marketing materials, trade promotions, and digital content.
* Manage and enhance the company’s brand presence across all platforms including social media, retail, and events.

**Channel Development & Customer Experience**

* Identify and develop new sales channels (modern trade, general trade, e-commerce, food service, etc.).
* Ensure an exceptional and consistent customer experience across touchpoints.
* Collaborate with product development to align market needs with innovation pipeline.

**Team Leadership & Collaboration**

* Lead and mentor high-performing sales and marketing teams.
* Foster cross-functional collaboration with Supply Chain, Finance, R&D, and Operations to ensure commercial alignment.
* Monitor team performance and implement training and development programs as needed.

**Data & Market Intelligence**

* Analyse sales data, customer insights, and market trends to inform strategy.
* Provide regular reporting and forecasting to senior leadership.
* Track ROI of marketing initiatives and adjust tactics as needed.

**Person Specification**

* Strategic thinking & Execution
* Good Commercial & Data driven knowledge
* Excellent negotiation and Relationship Management
* Strong leadership and team-building capabilities
* Innovative mindset Customer-centric approach
* Results orientation and resilience
* Excellent Communication and Presentation Skills
* Enthusiastic about contributing to the Company’s Vision & Values
* Promotes team morale through a positive and empowering approach
* Dynamic and engaging to the team

**Qualifications**

* Bachelor’s degree in Business, Marketing, or related field (MBA preferred).
* 8–12 years of experience in sales and marketing roles, with at least 3 years in a leadership capacity.
* Proven track record in the food industry or FMCG sector.
* Strong leadership and team management experience.
* Deep understanding of retail, distribution, and/or foodservice networks.
* Proficiency in CRM tools, sales analytics, and digital marketing platforms.