



## **SALES AND MARKETING MANAGER**

### About Us

Novum Agric Industries, is a rapidly growing, integrated agriculture and agric-processing company with its primary focus on the manufacture and distribution of the high quality, high performance feeds for poultry and fish. To ensure that our goals of supporting the success of every poultry and fish farmer are achieved through the use of our high quality feeds, we have integrated into our operations, complementary factories for the processing of soybeans and manufacture of high quality maize meal for human consumption. With the clear understanding that quality inputs form the basis for quality feeds, we additionally have a commercial farm for the cultivation of our core inputs being maize and soybeans.

### The Position

The sales and marketing manager will be mandated to oversee all aspects of sales and marketing for the company, reporting to the managing director. They will be expected to generate a greater understanding of the market environment for the company's products, including poultry feeds, fish feeds, vegetable oil and maize meal, through research and market investigations. They will be required to develop and implement marketing strategies and plans to further capitalise on the market opportunities available, through the implementation of social media and advertising campaigns, educational seminars etc. The sales and marketing manager will be expected to ensure the company is in close contact with its customers to ensure their expectations and requirements are being met by the company, and if necessary new products are being developed to meet these expectations. They will be expected to provide regular feedback to the MD and other senior managers with marketing reports, market trend information and competitor activity. They will be expected to manage all sales and marketing staff, including customer service staff, sales reps etc.

The position is open to Nigerian and Expatriate candidates.

### Job Roles/Responsibilities:

- Develop and implement sales and marketing strategies, including advertising, social media, educational seminars etc.
- Develop sales and marketing budgets
- Conduct continuous market evaluation with and through the sales and marketing team to monitor and track market trends, competitor activity and developing opportunities.
- Monitor, develop and implement pricing of products in conjunction with market intelligence gathered
- Provide monthly sales forecasts to MD and other senior management
- Travel to and spend time in each region the company operates to monitor implementation and yields of sales strategies
- Build strong business and brand loyalty with all customers
- Monitor all customer activity, with specific interest in the distributors of the company, while also working with these distributors with the aim of maximising sales achievable by each distributor.
- Managing all sales and marketing staff, including developing and setting sales target structures, setting commission structures and monitoring performance.
- Developing or working with graphics developers to develop marketing and advertising literature including fliers and posters.



- Developing or working with designers to develop and/or update appropriate product packaging as may be required.

#### Key Skills/Experience:

- 8 years experience in a similar role
- Experience in developing and implementing successful marketing campaigns
- Graphics or design software experience
- Strong analytical skills
- Strong presentation development and delivery skills
- Strong leadership and management skills
- Strong decision making abilities
- Self motivated, driven and hard working

#### Location

This role will be a permanent role and will be located at our company headquarters located in Panda, Karu Local Government, Nasarawa State, Nigeria. We are located approximately 1.5 hours from Abuja in the North Easterly direction. For a more detail location map, please visit our “contact us” page on our website for a map.

#### Remuneration

Competitive. Experience Dependant.

#### CV Submission

Please submit your application to [info@supremefeeds.com](mailto:info@supremefeeds.com) and we will get back to you. Your application should include your CV and an application letter, which should be approximately 1 page, with a little detail about yourself and your experience.