

Mozambique Jobs Expertini®

B2C Key Account Manager

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Company: Puma Energy

Location: Maputo

Category: other-general

Main Purpose:

Drive lubricant sales growth at Puma retail stations and support B2C distributors while identifying new business opportunities for expansion.

Foster a collaborative team environment, provide leadership, and promote continuous improvement within cross-functional teams.

Ensure strict adherence to health, safety, and environmental standards, mitigate risks, and champion responsible environmental practices.

Continuously gather and analyze market data and customer insights to enhance sales strategies and marketing intelligence.

Monitor the availability of Puma lubricants (stock) at the retail service stations,

Ensure Visibility of Puma Lubes products on site

The Active selling (open bonnet) of lubricants,

Delivering customer lubes value selling.

Achieving Lube to Fuel ratio (L/F) Target as per country objectives

Knowledge Skills and Abilities, Key Responsibilities:

KEY RESPONSIBILITIES

Retail Sales Support: Collaborate with the retail team to develop strategies and initiatives aimed at boosting sales at Puma retail stations in Mozambique. Ensure that retail outlets are well-stocked with lubricant products and provide guidance on effective merchandising.

B2C Distributor Management: Act as a liaison between the company and B2C distributors across Mozambique. Provide guidance, support, and training to distributors to improve their

sales performance and enhance brand loyalty.

Business Growth: Identify opportunities for expanding the business, both through acquisitions and by growing existing accounts. Work with the sales team to develop and execute plans to capitalize on these opportunities.

Project Management: Manage specific projects related to lubricant sales and growth within Mozambique. This includes project initiation, planning, execution, monitoring, and reporting.

Business Strategy: Contribute to the development of the country's lubricant business strategy. Collaborate with stakeholders to define clear objectives, scope, pricing strategies, and risk management plans for new activities.

Collaborative Team Player: Act as a collaborative team player within the company, working closely with cross-functional teams including sales, marketing, logistics, and customer service to achieve common objectives. Foster a cooperative work environment that encourages knowledge sharing and teamwork.

Market Research: Conduct market research to stay informed about industry trends and competitive dynamics. Establish and nurture relationships with potential clients, customers, partners, and key decision-makers to promote the company's products and services

HSE Compliance: Ensure strict adherence to health, safety, and environmental standards and regulations in all activities related to lubricant sales and distribution. Champion a safety-first culture within the organization.

Compliance: Ensure compliance with the company's principles, policies, and local laws. Uphold ethical standards in all business dealings.

Customized Solutions: Work closely with clients and B2C distributors to understand their lubricant and fuel management requirements. Provide customized solutions that align with their goals and demonstrate the value-added services offered through the TFM program.

REQUIREMENTS

Education/ Experience:

At least 3 years of experience in business development, with a significant focus on lubricant activities.

A minimum of a first-degree certificate in Marketing, Finance, or related disciplines.

Skills & Competencies:

Comprehensive and in-depth product knowledge of lubricants.

Fluent in Portuguese and English, both written and spoken

Strong networking and marketing skills.

This position requires a proactive and results-oriented professional who can contribute to the growth of the lubricant business in Mozambique, support retail operations, and nurture relationships with B2C distributors

Key Relationships and Department Overview:

KEY RELATIONSHIPS

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