



OUR COMPANY

ECCBC was founded in 1997 as a joint venture between Cobega and The Coca-Cola Export Co.. ECCBC currently comprises 18 companies, has its headquarters in Barcelona and operates in 13 countries in North and West Africa.

Our mission is to reward our stakeholders by developing and managing a profitable total beverage system that refreshes the people of Africa and our vision is to achieve sustained growth, establish ourselves as the leading drinks producer in each of the countries in which we operate and for them to identify us as one of the main bottling companies in Africa in terms of market leadership and achieving good profits on the capital invested.

The passion, the excellence, the accountability, to work as a winning team within a multicultural and multinational environment; are the values that define the essence of our company and what make our 6300 employees to share the same African dream.

For our operation in Gambia, we are looking for a **Sales Operations Manager**.

Mission

To plan, monitor and control all sales activities including maximum distribution of the company's products at designated depots in order to maximize sales and ensure the maintenance and growth of its market share.

PRINCIPAL DUTIES/RESPONSIBILITIES

- Determines sales targets as a basis for the area sales forecast, and budget for implementation and control for the fiscal year
- Developing and preparing sales routes and territories and ensuring effective coverage by sales personnel to meet consumer and customer needs
- Identifying opportunities for growth and re-adjusting sales routes where necessary
- Receiving daily sales reports, analysing sales performance and taking appropriate measures to ensure total outlet coverage to achieve targets
- Developing and maintaining good relationships with customers to promote, merchandise, sell and distribute company products for the growth of the company's market share
- Dealing with customer complaints
- Developing and maintaining team identity, ensuring effective teamwork, resolving disputes and ensuring that the sales command structure operates effectively
- Disciplining, counselling, appraising and assisting in training staff and ensuring staff adherence to company rules, regulations and policies for profitability and viability
- Drawing up the departmental budget and sales programs
- Seeking relevant permits from the metropolitan authority
- Ensuring that all the cold drink equipment are properly displayed and regular maintenance work is carried out on them
- Writing reports on sales activities periodically
- Any other duty that may be assigned from time to time by a superior



INTERNAL RELATIONSHIPS

- Production Department
- Finance Department
- Warehouse Staff
- Merchandising Staff
- Marketing & events Staff
- Human Resource Manager

EXTERNAL RELATIONSHIPS

- Advertising Agencies
- Sales Managers in other related organizations
- The Municipal Authority
- Trade Association
- Customers

REQUIREMENTS OF THE JOB

A minimum of First Degree with at least five years working experience, with three years gained within sales or a professional qualification in Sales & Marketing with six years post qualification experience.

OTHER QUALITIES/REQUIREMENT

- Interpersonal Skills
- Report Writing Skills
- Negotiating Skills

If you are interested and you meet the requirements, you can send your CV together with a motivation letter to: mcabasa@cobega.es