

Informacje ogólne

Numer referencyjny	EA/KW/647/CH
Data utworzenia	2018-10-24
Branża	Kadra Zarządzająca
Stanowisko	Country Head
Województwo	mazowieckie
Miasto	Warszawa
Ilość wakatów	1
Wymagany własny samochód	False
Termin składania	2018-12-31

Opis

NAJ International is a Polish Executive Search company with the longest tradition in the Polish market, founded in 1991. For more than 25 years with success, we realize consulting projects for prestigious international companies. In 2014 NAJ International joined the organization of independent recruitment agencies around the world IESF (International Executive Search Federation).

Our client - global company operating in Consumer Products Segment (premium). To support the company's further growth in Poland, we are currently seeking to recruit a hands-on, ambitious Country Manager with a background as a Commercial Director or Business Unit Head with full responsibility for sales as well as marketing activities in Poland.

Country Head

Main responsibilities:

1. Deliver sales (volume and revenue) and profit targets
 - Develop and deliver the business plan working collaboratively with the European Hub to support and grow the business through Digital direct, Own direct stores, Retail Operations and Mall demos.
 - Ensure the consistent development of sales and marketing strategies that drive the Poland business to meet commercial goals and objectives.
 - Agree Poland product core ranging with CEE sales and marketing teams and Group
 - Deliver consistent execution of marketing messages
 - Communicate goals and motivate wider team behind global strategies
2. Attract attention to the Brand
 - Maximise brand recognition, shopper and consumer understanding
 - Ensure instore environment is maximised and that it meets customer and consumer needs.
 - Ensure that NPD roll out across the market is maximised
3. Take the fight for product leadership to competitors
 - Monitor competitor activity, report and develop activity to counter their impact.
 - Work with Group/CEE Hub to identify trends and develop strategies to outperform the competition
4. Establish strongest possible commercial relationships with key customers
 - Lead and develop direct sales project in Poland
 - Work collaboratively with the CEE market Hub to build network with sales, marketing & direct business experts
 - Oversee customer negotiations in line with European defensible trade pricing policies
 - Develop and execute multi-channel strategy

5. Nurture and develop talent within the Poland business

- Provide strong leadership capability to maximise the team's potential
- Develop the people strategy in partnership with HR
- Support people development, reward and resourcing

The profile:

- An experienced Sales Director or a 'Head of 'looking for a more senior step.
- Commercial – sales/marketing experience, with a proven track record of results.
- Proven P&L track record.
- Evidence of budget control and high level of financial expertise.