

New drink marketing plan assignment

[Art & Culture](#)



For confidentiality reasons, information ABA out our client is, for reference sources and non-shortlist candidates, limited to the following: Our client is one of the leading logistics and transport companies in the world, being present in more than 100 countries and employing over 10, 000 people worldwide. For over 50 years, the company has been providing inbound and outbound logistics services to clients from various industries.

The company uses all types of transport and has become a large-scale logistics and transport operator with global expertise. Present in Romania since sass, our client has recorded a steady growth, becoming one of the top players on the local market. Currently, our client is looking to recruit a Sales & Marketing Manager for its Romania subsidiary. Role The company is looking for a Sales & Marketing Manager who will be reporting to the General Manager Romania. The position will be part of the company's Management Board in Romania and will manage a team of about 10 people.

Key responsibilities:

- 0 Develop and implement sales and marketing strategy
- 0 Manage the sales and marketing operations with a focus on efficiency and cost control
- 0 Analyze and emphasize focus points in all sales and marketing related areas
- 0 Lead and manage sales and sales support of full range of products and services
- 0 Guide and manage marketing tools from initiation, development, improvement and execution
- 0 Carry on market and competition analysis
- 0 Lead the process to identify and qualify long term sales opportunities, and establish a value proposition that result in sales.