



JOB TITLE: Non-Fuels Retail Manager

Location: Dar Es Salaam, Tanzania

Main Purpose:

- Work in close collaboration with Country and Regional teams to ensure best practice methodologies, tools and practices are implemented in the country.
- Accountable for monitoring and reporting on the status of the Country Retail Operations program of work.
- Accountable for working with Regional and Country teams to ensure Retail Operations projects are delivered on time and on budget.
- Identifies issues and risks within the Country Retail program of work and supports teams in the development of the relevant mitigation plans.
- Provide the link between the Country Retail teams to ensure an effective exchange of data and the update of information in a timely manner.
- Implements in close collaboration with other members of the Country Retail team retail programs which ensure that the country is in shape to offer best in class propositions to dealers and customers
- Monitor the effectiveness of the Dealer Value Proposition and Customer Value Proposition in Countries.

- To role model the Puma Energy core values and ways of working.

Knowledge Skills and Abilities, Key Responsibilities:

ROLES AND RESPONSIBILITIES:

Category Management

- Analyze and make decisions based on store profitability
- Coordinate periodic meetings with C-Store operators to validate/review marketing plans with their input
- C-Store visits to audit inventory levels, promotional plan and planograms execution, pricing strategy, food safety, recipe procedures and approved supplier purchases, general image details
- Ensure marketing guidelines are effectively implemented throughout all C-Store chain
- Oversee and ensure correct implementation of promotional plan, product range review and keep updated planograms
- Pricing analysis
- Provide support with specific activities to Regional Catman Managers and Regional C Store Manager

Responsible the Category Management Strategic Plan (Floor Plan, Price Positioning, Category Role, Planograms)

- Sales and margins per category analysis
- Supervise prices by channels and competitors.
- Supervise sales, costs and margin of products and subcategories and Identify new market trends.
- Supervise the Execute Planograms

CR Information Systems

- Actualize Franchise Operative and Food Service Manual
- Execution Performance Cup implementation
- Implementation of New BOS/HOS service provider
- Increase Execution Capabilities through Training Programs (Dealers / PUMA)
- New VPM Store audit implementation.
- Participate on CR Reports developing process
- VPM allocation by store model review.

CR Promotional Plan

- Comply with the promotional plan defined according to the Category Management Strategic
- Develop with Country C Store Implementer the Rebate Negotiations with vendors

- Generate reports to Regional Managers.
- Optimize Vendors Agreements with category leaders
- Validate implementation of promotional plan implementation in store

CR Profitability

- Analyze sales reports and take action to achieve company objective
- Consolidate reports and information for Regional Managers
- Ensure the continuous CR performance improvement of the different categories

CR Profitability - Non Fuels Income Management and Opex Budget Control

- C-Store vendors / ATMS / Others Space
- Keep Marketing/CR opex on target throughout the year
- Negotiate local non fuels income contracts

Marketing Activity Plan Implementation

- Cross Promotions with and without fuel
- Successful implementation of institutional, product and/or promotional campaigns
- Fuels local tactical activities
 - Alliance with key opinion leaders in the industry (car dealers, mechanics, auto parts)
 - Payment Methods (CoBranded, Fleet Card, Mobile Pay, Gift Card, Rings)
- Lubricant activities (Puma Lubricant brand relaunch)Other Line of Business support
- Social media strategy implementation
- Follow up on the Visual Identity audits performed by Retail Territory Managers
- Successful implementation of Paso a Paso Operational Excellence Program
 - Mystery Shopper & Training
- In coordination with Human Resources, successful implementation of Defensores de la Marca Program

SKILLS AND COMPETENCIES:

Preferred Education:

- Bachelor's Degree in Sales, Marketing, communication, advertising or related areas, Business Management or Administration
- *An added advantage - Master's Degree in Marketing, communication, advertising or related areas, Business Management or Administration*
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Experience:

- Extensive knowledge and experience of Retail Operations/Sales, FMCG, leading teams and/or relationship management

- Expert knowledge of current industry / marketing trends
- Extensive experience in marketing, merchandising, advertising, brand management or sales.

Skills:

- Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, and other office procedures and terminology.
- Knowledge of business and management principles involved in strategic planning, resource allocation, leadership technique, production methods, and coordination of people and resources.
- Must be able to manage multiple tasks with accuracy and strict attention to deadlines.
- Strong budgeting, Internet and computer skills.
- Strong leadership skills and the ability to train and motivate team members.

Competencies:

- Communication and Interpersonal Skills
- Communication skills
- Customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction
- Innovation
- Negotiation skills
- Numeric and Analytical Skills
- Organizational Skills
- Partnership and Teamwork
- Strong consumer and product awareness

Key Relationships and Department Overview:

- Internal – close relationship with Retail Manager, Retail Territory Managers, Other Business Line Managers; General Manager, Trainers, Regional Non Fuels Retail.
- External – Service Station Operators/Dealers, Suppliers, Third Party Partners, Local authorities.

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