

# **Job Description: ASE/ASM – FMCG (Food Division)**

**Position Title:** ASE / ASM

**Department:** Sales & Distribution

## **Role Objective:**

To achieve sales and distribution targets (packaged foods, snacks, staples, confectionery, etc.) by effectively managing distributors, retail network, and market execution in the assigned territory.

## **Key Responsibilities:**

- Achieve primary and secondary sales targets.
- Manage distributor operations including stock planning, claims, and profitability.
- Expand retail coverage — Ensure product availability across general trade and key potential accounts.
- Ensure product freshness, across levels.
- Execute trade promotions, sampling, and new product launches.
- Monitor competition activity.
- Closely coordinate with supply chain and finance team for timely billing and dispatch.
- Maintain data through sales automation / DMS and prepare daily & weekly reports.
- Drive sales and market share for the assigned geography.
- Provide Product training / Selling skills training to front line sales team.
- Plan and execute monthly and quarterly sales targets for all SKUs.
- Strengthen distribution network — manage distributors for effective market coverage.
- Review sales performance, outlet coverage, and productivity through daily market reports.
- Implement trade schemes, promotions, and ensure effective ROI tracking.
- Monitor returns, and wastage control at distributor and retail level.
- Prepare monthly sales reviews, forecast reports, and competitor analysis.

## **Key Skills & Competencies:**

- Good understanding and in depth knowledge of FMCG food business and trade dynamics.
- Relationship management with distributors, retailers, and trade partners.
- Strong communication, negotiation, and execution skills.
- Knowledge of distributor ROI, market mapping, and route planning.
- Proficiency in Excel, PPT, and Sales Force Automation tools.
- Strong leadership and team development skills.
- Analytical, planning, and problem-solving capability.

**Qualification & Experience:**

- 5-7 years of FMCG food sales experience (Snacks & confectionery, etc.)
- Experience in General Trade is must.
- Graduate / MBA in Sales & Marketing.
- Team handling experience with minimum 2–3 years in team handling role.