**JOB ADVERTISEMENT**

**Job Description**

Title: Area Sales Manager (ASM)

Report to: Regional Sales Manager

Locations: Cape Coast, Greater Accra and Volta Regions

Premier Poultry aims to be the leading smallholder-focused poultry company in Ghana. Our purpose is to make rural households healthier and wealthier, and we achieve this by supplying them high-quality, vaccinated, brooded, and affordable improved dual-purpose chickens. We are seeking highly motivated, passionate, and self-driven professionals to help us establish our presence in rural communities across Ghana.

Premier Poultry is backed by reputed international investors with a proven track-record of success in the poultry industry, including market-leading enterprises in Ethiopia (EthioChicken), Rwanda, and Uganda (Uzima).

We are seeking to employ highly motivated, passionate, committed, result-oriented and self-driven professional to help us establish our presence in the rural and urban communities across the country.

The Area Sales Manager (ASM) is responsible for managing the advertised regions of Ghana, which includes developing the team of sales Representatives who consistently grow day-old chick sales within their territories. The ASM position demands a high level of professionalism, commitment, passion and motivation, as well as requires intensive travel on field. This position requires a very independent consistent result-oriented individual with initiative, high energy, judgment, and an ability to work under pressure to meet set target and deadlines.

**Job Responsibilities**

1. **Team Development and Management**

* Launch new territories; recruit Village Ambassadors (VAs) and Agents
* Identify, recruit, onboard and train high performing Sales Representatives where needed
* Manage Sales Representatives to achieve day-old chicks (DOCs) order targets and KPIs through supervision, training, and coaching
* Enable Sales Representatives to identify, train, and manage Village Ambassadors and Agents
* Assist Sales Representatives in establishing personal contact and rapport with top echelon decision-makers in the local community
* Hold regular meetings with Sales Representatives, Village Ambassadors, and Agents to share experiences, solve challenges, and offer guidance on how to drive sales
* Remove and replace underperforming Sales Representatives in a timely manner; follow Premier’s talent protocols
* Travel frequently throughout the assigned district(s) to support the team, with the goal of expanding the market and growing sales

1. **Sales Planning & Activity**

* Develop specific, day-by-day plans to hit DOC sales targets and ensure DOC sales growth by establishing a firm foundation of Agents and Village Ambassadors
* Collaborate with the Sales Manager to develop sales strategies to grow the market
* Ensure a sufficient supply of month-old birds in each district(s)
* Conduct market and competitive assessment and recommend any required change in tactics and strategies (e.g., pricing, product, marketing)
* Accurately forecast annual, quarterly, and monthly sales for his/her district (s) to inform production planning

1. **Technical Follow-Up**
   * Train Sales Representatives on technical poultry content relevant for smallholders, Village Ambassadors, and Agents. Topics include brooding, feed management, vaccination, record keeping, biosecurity, disease diagnosis and treatment
   * Assess and report on disease prevalence within your cluster to the Sales Manager
   * Conduct technical follow-up as needed to support clients
2. **Monitoring & Evaluation**

* Monitor and report weekly and monthly DOC orders from Agents
* Monitor and report VA performance (e.g., orders per week)
* Identify and resolve Agents and smallholder complaints

1. **External Relations**

* Introduce Premier poultry to local government and stakeholders when expanding into new territory
* Inform management of updates in local regulations or policies that affect our business
* Represent the company on all sector related meetings and activities within assigned district(s)

Key Performance Indicators

* **Success of Sales Representatives** 
  + # Of day-old chicks sold
  + # Of VAs in territory & average order size per VA
  + # Of agents & average order size and cycle time per agent
* Qualitative KPIs:
  + 1) team management and coaching
  + 2) communication skills
  + 3) sales planning and forecasting

Recommended Qualifications

* No experience required, recent graduates are welcome
* Recommended: Bachelor’s degree/higher diploma in animal production, animal health, agro economics, veterinary and related fields.

Application Deadline

* Applications are open now, please submit your CV and Cover Letter to [careers@premier-poultry.com](mailto:careers@premier-poultry.com)
* The final deadline for submitting your application is 5th July,2024 and applicant must be residing in the Cape Coast, Greater Accra and Volta Regions.