



VACANCY  
SALES & MARKETING EXECUTIVE  
EARLYBIRD FARM

**Earlybird Farm, a division of Astral Operations, is one of the leading suppliers of poultry and poultry products in South Africa.**

**The product range varies from fresh to frozen to value-added, under the *Festive* and *Goldi* brands, distributed on a national level.**

The key performance areas of this position are:

- Maintaining and expanding the company's market share in the poultry industry.
- Strategic direction of the sales and marketing function in the group context.
- Drafting and submission of budgets, strategic plans and associated reports and reporting on a periodic basis within the Poultry Division.
- Maintenance of Corporate Governance principles in compliance with the relative legislative and other applicable standards.
- Negotiating prices with the whole spectrum of customers, *ie* wholesalers, retailers and chain stores.
- Maintaining and improving the current financial performance of the company by achieving budget and growth performance objectives.
- Ensuring that current policies, *ie* credit policy and procedures are adhered to.

In order to achieve the above, the successful candidate must comply with at least the following requirements:

- Suitable sales/marketing qualification and knowledge and experience within the FMCG environment.
- Proven previous experience in a similar position.
- Intimate knowledge of the poultry industry with special emphasis on sales and marketing of poultry products.
- Ability to motivate and manage a diverse team of employees.
- High level of negotiating skills.
- Ability to achieve excellent performance under pressure.
- Maintaining a high level of customer service and integrity with all customers.
- In all aspects of decision making, the incumbent will always ensure that he/she acts in the best interests of the company and where applicable, the Group.
- The incumbent will have a highly disciplined management style, managing by inspection with special emphasis on achieving performance results through and with other people.

Remuneration will be market related, inclusive of performance bonuses and commensurate with a position of this nature. Written applications, stating qualifications, experience, personal and contact details can be sent to [len.hansen@astralfoods.com](mailto:len.hansen@astralfoods.com) or faxed to Len Hansen at 012 991 2381.

Closing date for applications is 15 February 2010.

*Earlybird Farm is committed to the process of developing a diverse workforce*

