



<https://tenece.com/job/strategic-senior-sales-and-marketing-manager/>

STRATEGIC SENIOR SALES AND MARKETING MANAGER

Description

The Strategic Senior Sales and Marketing Manager is responsible for leading Chloe's commercial growth agenda across sales, route-to-market, distribution, market expansion and product marketing. The role translates business objectives into practical revenue, volume, channel and marketing plans; expands distributor and retail coverage; drives consumer and trade activation; improves brand/product visibility; and leads the sales team to deliver approved commercial targets. The role carries a strong marketing responsibility and works closely with Brand/Corporate Communications while retaining ownership of Chloe's product, trade and market-facing commercial execution.

Responsibilities

Commercial Strategy & Revenue Growth

- Develop and execute the annual and quarterly sales and marketing strategy in line with approved revenue, volume and profitability objectives.
- Translate business targets into channel, territory, customer, product and team targets and monitor execution against plan.
- Identify priority markets, customers, distributors and growth opportunities and develop actionable plans to win and scale them.
- Drive disciplined pipeline management, customer acquisition, repeat business and account growth.

Route-to-Market, Distribution & Market Expansion

- Design and strengthen route-to-market strategies across distributors, wholesalers, retailers, modern trade, institutions and other relevant channels.
- Expand active distribution and improve product availability and visibility across priority territories.
- Develop distributor selection, onboarding, performance-management and territory-coverage standards.
- Use market data to identify white spaces, under-served territories and channel opportunities and convert them into measurable growth plans.

Marketing Strategy, Trade Marketing & Brand Activation

- Develop and execute Chloe's product and market-facing marketing plan, including campaign calendars, trade promotions, activations, product launches and market-entry initiatives.

Hiring organization

Tenece

Employment Type

Full-time

Job Location

Enugu, Nigeria

Date posted

August 17, 2026

- Drive consumer, trade and channel marketing activities that increase awareness, trial, repeat purchase and product visibility.
- Work with Brand/Corporate Communications to ensure all Chloe marketing campaigns, creative materials and messaging are aligned with group brand standards.
- Plan and evaluate promotions using clear commercial objectives, budgets, expected returns and post-campaign performance reviews.
- Track competitor activity, pricing, product positioning and consumer trends and recommend timely commercial responses.

Product, Pricing & Portfolio Commercialisation

- Provide commercial input into pricing, pack architecture, promotions, product positioning and new-product introductions.
- Work with Operations and Supply Chain to ensure demand plans are aligned with production capacity, inventory and market requirements.
- Drive sell-through and shelf-life clearance plans for ageing or slow-moving stock without undermining approved pricing and margin controls.
- Provide regular market intelligence and customer feedback to support product improvement and portfolio decisions.

Customer, Distributor & Channel Management

- Build strong relationships with key distributors, retailers, institutional customers and strategic partners.
- Set service, sales, stock, visibility and payment expectations for distributors and key customers and monitor performance.
- Resolve recurring commercial issues in collaboration with Operations, Finance, Warehouse and Customer Experience.
- Ensure credit, pricing, discount and promotional practices are applied in line with approved company controls.

Sales Forecasting, S&OP & Commercial Analytics

- Prepare accurate sales forecasts by product, territory and channel and provide timely commercial input into S&OP.
- Monitor revenue, volume, margin, distribution, stock ageing, customer performance, campaign effectiveness and other commercial KPIs.
- Use commercial data to identify performance gaps, recommend corrective actions and support management decisions.
- Prepare weekly and monthly sales and marketing performance reports with clear risks, actions and opportunities.

Team Leadership & Execution Discipline

- Lead, coach and develop the sales and field marketing team, setting clear targets, territory/accountability standards and performance expectations.
- Establish effective call plans, route plans, field reviews, distributor reviews and market-working routines.
- Ensure sales and marketing activities are executed consistently and that actions, customer commitments and market feedback are tracked to closure.
- Build a high-performance commercial culture focused on strategic thinking, market execution, accountability and sustainable growth.

Qualifications

Education & Experience

- Bachelor's Degree in Marketing, Business Administration, Economics, Sales Management or a related discipline.
- MBA or relevant postgraduate qualification is an added advantage.
- Relevant professional certifications in Sales, Marketing, Category Management or Commercial Strategy are desirable.
- Typically 7–10 years' progressive FMCG sales and marketing experience, with strong exposure to distributor/channel management and market expansion.
- Demonstrated experience leading sales teams and delivering revenue growth, route-to-market expansion, trade marketing and market activation initiatives.
- Strong understanding of FMCG distribution economics, pricing, promotions, consumer behaviour and field execution.

Skills & Competencies

- Strategic Sales & Commercial Planning
- FMCG Route-to-Market
- Distributor & Channel Management
- Trade Marketing & Market Activation
- Product Marketing & Commercialisation
- Revenue & Volume Growth
- Market Expansion & Customer Acquisition
- Pricing & Promotional Management
- Sales Forecasting & S&OP
- Commercial Analytics & Market Intelligence

- Sales Team Leadership & Coaching
- Negotiation & Key Account Management
- Budget Management
- Cross-functional Collaboration
- Execution Discipline & Accountability