

Sales & Marketing Director - Tirane

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eppc

EPPC Albania on behalf of its client, *a poultry company which operates in Albanian market*, is currently recruiting a **Sales & Marketing Director**.

Responsible for developing and executing comprehensive sales and marketing strategies to enhance market share in Albania and explore expansion possibility in the future into Kosovo and North Macedonia. Lead brand development, introduce new product segments, and strategically expand in the FMCG sector. Drive market research, execute impactful advertising campaigns and manage the marketing budget with a focus on compliance and ethical standards.

Major responsibilities:

- **Strategic Planning and Market Analysis:** Develop and implement comprehensive sales and marketing strategies to enhance market share in Albania and potential expansion into neighboring regions, particularly Kosovo and North Macedonia;
- **Brand Development and Loyalty:** Lead initiatives to build and strengthen brand loyalty, ensuring effective positioning of the company in the FMCG sector. Spearhead the development and introduction of new product segments, aligning them with market trends and consumer preferences;
- **Market Expansion:** Utilize in-depth understanding of the FMCG industry dynamics to explore and capitalize on expansion opportunities;
- **Team Management:** Set up, oversee and inspire a diverse team of marketing and sales professionals, fostering an environment of creativity, innovation, and excellence in execution;
- **Sales Targets and Revenue Growth:** Set ambitious yet achievable sales targets; devise and implement effective strategies to meet them, thereby driving revenue growth and profitability;
- **Customer Relationship Management:** Establish and maintain strong relationships with key clients, suppliers, and stakeholders, ensuring high levels of satisfaction and long-term partnerships;
- **Market Research and Consumer Insights:** Regularly conduct market research to gather consumer insights, staying ahead of industry trends and competitor movements;
- **Advertising and Promotional Campaigns:** Design and execute impactful advertising and promotional campaigns, utilizing various media channels to maximize reach and engagement;
- **Budget Management:** Efficiently manage the marketing budget, ensuring optimal allocation of resources for maximum return on investment.

Requirements for this position are:

- Bachelor's degree in **Marketing, Business Administration**, or a related field;
- Proven track record of success in a **similar role within the FMCG industry**;
- Understanding and experience in the poultry, or food sector will be highly advantageous;
- Demonstrated experience in developing and executing successful marketing strategies;
- Excellent team management, communication and interpersonal skills;
- Strong analytical and problem-solving abilities;
- Results-oriented with a focus on delivering high-quality outcomes.
- **Fluent in Albanian and English.**

How to apply:

To apply for this opportunity, please fill your application at:

<https://aplikim.eppc.al>

You will be contacted only if your CV will be qualified.