

EPPC Albania, on behalf of its client, a **Global Leader in Wine & Spirits**, is currently recruiting a **Head of On Trade Channel**

Essential Responsibilities:

- Define the On-trade commercial strategy in line with the company's strategic objectives, contributing to the sales strategic plan development;
- Build and cultivate strong relationships with key wholesalers and outlets, as well as negotiate first-hand with them;
- Support Field Sales Staff in the more complex negotiations;
- Supervise the execution of the On-trade business plans, lead the implementation of sales objectives across the On-Trade organization;
- Monitor and supervise volume and net sales forecasts for the On-trade channel;
- Monitor and supervise sales performance, market share and profitability;
- Maximize profitable revenue growth, returns of commercial, and marketing investments;
- Guide Field Sales Staff by sharing strategy, establishing business priorities, assigning clear objectives, and supporting team members;
- Carry out regular field visits supporting and guiding the On-Trade team members;
- Play a key role in the Sales & Operations Planning (S&OP) cycle and support Demand Planning activities;
- Conduct analysis of sales trends, investments, and results with the support of the Business & Market Analyst – Balkans;
- Oversee On-trade P&L, including customer groups;
- Travel regularly within the country, providing leadership and guidance to the On- trade sales team and engaging with key wholesalers, outlets and other business partners;
- Drive team involvement, encourage them to achieve the On-trade vision and celebrate individual and team performance.

Requirements for this position are:

- University degree;
- **Previous sales experience in international FMCG companies or within large national accounts;**
- **Previous experience in On-trade channel (HoReCa);**
- Previous experience in the beverage industry is considered a plus;
- **Very good English;**
- Proven ability in people management and development;
- Strong analytical, technical and negotiation skills;
- **Solid knowledge of MS Office;**
- **Clean driving license.**

How to apply:

To apply for this opportunity, please send your CV through the following link: <https://aplikim.eppc.al>
You will be contacted by EPPC, only if your CV will be qualified.