

JOB DESCRIPTION

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| JOB TITLE | REGIONAL SALES & MARKETING DIRECTOR/MANAGER APAC (Ref: AP1) |
| DEPARTMENT | SALES & MARKETING (Cost Code:) |
| REPORTING TO | GLOBAL SALES & MARKETING MANAGER / SALES & MARKETING DIRECTOR |
| ROLE TYPE | PERMANENT / FULL TIME |
| SALARY | DEPENDENT UPON EXPERIENCE |

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| JOB SUMMARY | <p>An experienced regional sales & marketing manager for Asia Pacific is sought for our organisation; we are a leading manufacturer of premium quality professional audio products.</p> <p>The successful candidate will be required to manage and develop existing customer and partner relationships, establish new ones if appropriate and drive sales and marketing throughout the territory.</p> |
| KEY RESPONSIBILITIES | <p>Identify opportunities for business development within the territory and existing distribution network as well as proactively identify new prospects.</p> <p>Develop excellent relationships, retain and maintain a motivated distribution base ensuring customer requirements are established and met. This includes joint business planning, monitoring and evaluating business performance.</p> <p>Foster sales growth with the distribution partners. Discuss and conclude budgets, quarterly business plans, monthly orders and inventory. Work with the sales office to complete execution of orders and cash collection.</p> <p>Run brand and product presentations, organise product training together with the Regional Technical Marketing Manager as well as organise third party training sessions and events for channel partners.</p> <p>Develop channel relationships, identify and successfully convert business opportunities with our distribution partner into profitable partnerships.</p> <p>Work with our distribution partners on developing and executing marketing plans in conjunction with HQ strategy and adapting to local opportunities.</p> <p>Share local insights as well as sales reporting to sales & marketing team at headquarter to ensure the strategy for Asia Pacific will successfully evolve.</p> |

ALLEN&HEATH**PERSON SPECIFICATION**

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| QUALIFICATIONS | Degree or other suitably equivalent qualification or level of knowledge. | Essential |
| EXPERIENCE | A successful record of business development in advanced markets within both retail and B2B market sectors for technology products Thorough knowledge of the international business community Experience of undertaking joint selling with distribution channels. | Essential |
| | Experience of working for a supplier of sophisticated professional audio products | Desirable |
| ATTRIBUTES | Fluent in English Excellent communication and negotiation skills Well-developed problem-solving, analytical and evaluative skills High degree of accuracy and attention to detail. Proven record of delivering results over the long term and driven to exceed expectations | Essential |
| | Experience of Asian business culture and languages | Desirable |
| DISPOSITION | Enthusiastic and self-motivated. | Essential |
| OTHER REQUIREMENTS | Regular travel throughout the region will be required often requiring weekend stayover as will occasional international travel for company meetings or trade shows. | |