

ROLE PROFILE

Position Title: Manager North Region	Reporting to: Assistant Director Indirect Channels
Business Unit: Consumer	
Division: Consumer Sales	Department: Indirect Channels

A. ROLE AND CONTEXT

<p>Purpose: This role is responsible for developing, managing and owning the Distributor Channel business and ensuring achievement of revenue targets and customer acquisition. This role also includes managing exclusive mass market outlets and shop in shop</p>	<p>Functional Context: Ooredoo's Consumer business unit is a critical part of the company's first line customer facing activities for all consumer product offerings and has a significant role to play in long term business value creation through product design, achievement of sales revenue, profit and customer satisfaction, as defined in the annual business plans. The Consumer Sales division is responsible for the generation and management of sales across all product and business lines for the consumer organisation. This division is responsible for maximizing acquisitions, and spend of Ooredoo's customers through effective management and direction of the overall B2C (Prepaid, Postpaid, Fixed etc.) Sales efforts. Indirect channels team manages revenue generation and acquisition through all all allocated indirect sales channels.</p>
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B. ROLE ACCOUNTABILITIES

<ul style="list-style-type: none"> • Deliver and roll out the mass market sale strategy through the sales force. • Propose to management in selecting the appropriate 3rd Party Distributors who will represent Ooredoo to its customers • Formulate promotions through the mass market / Distributors • Ensure compliance of dealer shops with Ooredoo brand guidelines and availability of collaterals for any product/ service promotion with channel • Ensure customer data is processed by the channel partners in the system as per the guidelines • Monitor Channel performances and take corrective action • Ensure that the Channel achieves its acquisition/connections and revenues targets for all products and services • Work with the team and the Distributors to formulate a promotion calendar with an aim to acquire more customers and generate more revenue • Ensure that the Distributor shops are in compliance with Ooredoo brand guidelines and in coordination with Support team, • Manage the team of merchandisers to identify branding opportunities and ensure channel is well stocked with collaterals for any product/service promotion • Plan and implement a calendar of activities which will enhance the Ooredoo brand and promote acquisitions. • Ensure that the mass market distributors are current with regards to product knowledge, IT connectivity and IT Equipment to enable them promote the range of products and services • Ensure customer applications are returned and customer data is processed as per Ooredoo guidelines Coordinate with Channel Partners and external stakeholders to ensure the channel operates in a smoother manner by solving any problems that may arise • Work with the sales support teams to ensure that Dealer Commissions are paid as per the agreed SLAs • Monitor channel performance and take corrective action with the team to ensure set targets and KPIs are achieved • Use channel effectively to gather market & competitor intelligence and propose adjustment to the channel strategy to counter competition • Oversee the effective implementation and administration of all operating policies and procedures to maximize channel satisfaction, retention & profitability
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- Lead, manage, drive and motivate team to ensure sales target achievement and channel profitability
- Set timely KPIs and monitor sales target and achievement periodically
- Review sales action plan periodically and ensure alignment to department sales strategy
- Develop and maintain close relationship with 3rd Party Distributors in order to be able to work closely with them in an advisory/ monitoring capacity for operational issues, other than achievement of sales
- Assist in reviewing and modifying the 3rd party distribution plan to adapt to changing demand patterns
- Oversee the coordination with Distribution and Inventory team to ensure:
 - There are at all times adequate stock levels of all consumables for distribution, ensuring there is proper stock monitoring and controls in place and that order fulfilment happens on a timely basis
- Development and implementation of a consumption monitoring mechanism which will identify minimum stock holdings/ thresholds for Distributors to ensure they do not run out of stock, and that those levels are mirrored within Ooredoo inventory within the stores
- Attend to complaints from 3rd party distributors and resolve in a timely and effective manner
- Manage the performance against agreed SLA's for distribution process taking any necessary actions where failure is identified

C. SCOPE AND INTERACTIONS

Direct Revenue Responsibility: Yes Direct Budget Responsibility: No Direct People Management Responsibility: Yes	Primary Interactions (Internal/External)	
	Internal Relationships: Consumer Operations & Services Consumer Commercial Finance	External Relationships: Vendors Business Partners

D. KEY PERFORMANCE INDICATORS (KPI)

- Revenues, sales and operational costs
- Compliance to promotional/activity calendar
- Deployment of all services in the channel
- Success rate in retention of distributors
- Manage within operating budget

E. EXPERIENCE, QUALIFICATIONS AND SKILLS

<u>Minimum Experience, Essential Knowledge & Skills</u> 10 years' experience in a similar role. Good knowledge of telecoms products and services Excellent knowledge of 3rd party distribution methodologies A strong commercial and technical background A strong understanding of handset models, technologies and mobile industry trends Experience in managing cross-functional teams and suppliers and a track record in bringing products to market.	<u>Minimum Entry Qualifications</u> Bachelor's Degree in Marketing, Business Administration or similar <u>Preferred Certifications / Other Qualifications</u> Any relevant certifications
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MANAGEMENT REPORTING	Intermediate	Building Customer Value	Advanced
CHANNEL MANAGEMENT	Advanced	Delivering Results & Fostering Collaboration	Advanced
DISTRIBUTION	Advanced	Shaping Strategy	Advanced
CHANNEL SUPPORT	Advanced	Driving Change	Intermediate

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PLANNING + (P&L FIT)	Advanced	Networking and Influencing Collaboratively Leading Teams	Intermediate Intermediate	
Competency Level (Reference Range)	Basic Low	Intermediate	Advanced Expert	High