

Role Profile – Technical Territory Representative Uganda

Job Title: Technical Territory Representative	Reports to: Business Development Manager Exports
Department: Sales	Location: Uganda Kampala

Role Purpose

To drive growth in animal health and crop protection segments in Uganda; by expanding market reach, building strong distributor and Key stockists' relationships, managing inventory at the distributor level, ensuring field-level engagement through training and farm visits and ensuring regulatory compliance.

Role Context

- The model entails distributor that distributes products within the country to Key stockists and drug shops.
- Growth of new products is critical.
- Competitors have become more aggressive in the market.
- In the last couple of years, generics have entered all market segments.
- Farmers have become more discerning.

Role Dimensions

- Coverage of about 150 square kms
- Supervise distributor activities in the market
- Manage an annual sales budget and achieve an annual sales growth of 15%
- Farm, Key stockists and feed miller visits-10 per day
- New product introduction quarterly

Key Responsibilities and Performance Measures

Key Responsibilities	% of Time	Performance Measurement Criteria to Meet Objectives
Lead sales growth for veterinary pharmaceuticals and crop inputs, identify new market opportunities and product gaps Achieve set sales revenue targets by SKU, Distributor, Routes and Key stockists Ensure Key stockists have access to timely and consistent stock based on seasonal trends	40	Achieve set standards on route coverage (100%), customer complains resolution 100% and merchandizing standards of above 3 Achieve daily, weekly and monthly visits.
Review and assess Distributor adherence to CKL standards and recommend improvement where necessary. Monitor stock levels and inventory turnover at the distributor level Track and reduce expired or slow-moving products through proactive planning	20	Achieve set annual audit standards for a model distributor. 100% adherence to FIFO Regular visits to stockists-monitor stock levels and movement
Have an up-to-date certification with Uganda Veterinary Board	5	Fully certified and retained member of the Uganda Veterinary Board

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Key Responsibilities	% of Time	Performance Measurement Criteria to Meet Objectives
People Facilitate training sessions to build skill and capacity of the distributor's and key stockists' sales team. Update personal job knowledge by participating in educational opportunities, reading professional publications, maintaining personal networks, and participating in professional and industry events, meetings and forums.	10	Highly performing, qualified, knowledgeable well-motivated team. IT knowledge level – average rating 90% High-performance culture - average performance rating of 90%, reviewed quarterly.
Financial Management Contribute to the development of the budget - revenue for the function for review and approval. Manage the functions' activities within approved limits. Implements sales strategy, sales budgets and annual plans	5	Timely contribution to the budget process within agreed timeframe. 100% adherence to approved budgets. Achieve annual sales budget and annual sales plan in place and drive revenue
Reporting Develop and present comprehensive, accurate and informative reports that facilitate informed and sound decision-making as requested. Trends, insights, concerns and recommendations clearly elaborated. Accurate and timely submission of reports as per timelines given. Provide market intelligence	20	Timely, accurate, relevant reports presented in the agreed format, circulated to respective audiences as per timelines given (daily, weekly, monthly, quarterly, semi-annually and annual). Intelligence reports

Knowledge, Skill and Competence

Minimum Knowledge, Skills, Qualifications and Experience required for this Role.

- A degree in animal science or relevant course
- Registered and retained member of Uganda Veterinary Board
- 3 years' experience in Sales Management in the Livestock industry
- Communication skills
- Negotiation skills
- Selling skills
- Drivers licence with at least 3 years of experience
- Applicant must be resident in Uganda