

## JOB DESCRIPTION SHEET

**JOB:** Export development manager of Bodywork Repair and Painting Products

<b>Job title</b>	<b>Export development manager of Bodywork Repair and Painting Products</b>
<b>Domain</b>	<b>SUPPORT FUNCTIONS</b>
<b>Family</b>	<b>Business development-Marketing-Communication-Negotiation</b>
<b>Structure</b>	<b>Commercial, sales, export</b>
<b>Site</b>	Morocco, Casablanca, Sapino Industrial Zone
<b>Missions</b>	<ul style="list-style-type: none"> <li>The export development manager participates in the development of the export commercial policy and implements it to establish itself in other countries, promote products there, develop markets and build customer loyalty. . The company's export development constitutes an important strategic issue.</li> </ul>
<b>Main activities</b>	<p><b>Development of new markets in a country or area of countries</b></p> <ul style="list-style-type: none"> <li>Carry out market studies and prospect potential customers</li> <li>Propose and ensure commercial operations and product promotion as an ambassador of your company's image abroad</li> </ul> <p><b>Animation and management of its sector</b></p> <ul style="list-style-type: none"> <li>Lead, organize and coordinate the sales force and its activities, ensure recovery</li> <li>Negotiate with the largest customers and purchasing groups</li> <li>Set up plant referencing</li> <li>Analyze commercial results and propose actions to improve them</li> </ul> <p><b>Contribution to export trade policy</b></p> <ul style="list-style-type: none"> <li>Ensure reporting to sales management : results, competition, trends, cultural characteristics, specific standards, etc.</li> <li>Set operational objectives and ensure good internal management of exports</li> </ul> <p><b>Résultats attendus</b></p> <ul style="list-style-type: none"> <li>• Development of export sales and growth of their margins</li> <li>• Number of loyal customers and customer satisfaction</li> <li>• Success of promotional operations and return on investment</li> </ul>
<b>Functional relationships</b>	All marketing structures, sales, stock manager, customers, management, partners, service providers
<b>Desired training</b>	BAC + 3 Marketing-Commercial-Communication-digital, project management...

<b>Experience needed</b>	Very good knowledge of the export sector and especially body repair and painting products	
<b>Required Skills</b>	<b>Key skills</b>	Knowledge of the company's/Group's offering, level 3 Know the target audiences, level 3 Creativity and innovation, level 3 Communication mix, level 4 Strategic Sense, level 2 Brand vision, level 3
	<b>Additional skills</b>	Know the environment, level 3