

## **Regional Sales Manager (RSM)**

This is a key role within the Ock Pop Tok organisation, as this role is intended to increase local, national and regional sales. These markets have been identified as high potential markets for Ock Pop Tok. This is a new role in the company that supports the Head of Sales & Marketing in achieving strategic goals. Working in collaboration with the Retail Manager the RSM brings new clients to our shops and signs up new consignment partners both in Laos and regionally.

### **Primary Responsibilities:**

- Drive retail and consignment (product) sales nationally
- Drive national and regional traffic to the Living Crafts Centre
- Communicate OPT's story and brand proposition to a Lao and regional market.
- Develop relationships with decision makers in government and NGOs to increase revenue to our different streams; cafe, activities, villa and products
- Develop relationships with regional key players in the tourism market
- Assess and develop business opportunities with key Chinese businesses that focus on Laos

### **The ideal candidate would have:**

- Knowledge and understanding of national and regional markets
- Education to a degree level in a relevant subject
- 4-6 years relevant experience
- Professional knowledge of IT platforms that can be used to increase sales; ie facebook
- High level communication skills.
- Speak Chinese and English fluently
- Be a Lao National

The Regional Sales Manager (RSM) reports directly to the Head of Sales & Marketing

### **Desired attributes:**

- Able to excel and manage within challenging and changing environments
- Self starter who can thrive independently and collaborate within a team environment
- Mission alignment: We are a mission driven social enterprise that thrives on a shared passion and we will look for this in any potential applicant.

### **Details:**

Expected Start Date: December 2021

Contract: Lao National Contract

Salary: Depends on experience

## **WHO WE ARE**

Ock Pop Tok is a Lao based social enterprise working primarily in the field of textiles, handicrafts and design. We are one of the founding members of the Lao Fair Trade Group and practice fair trade in all areas of our business operations. Ock Pop Tok is not an NGO nor supported by international organisations. We are a private business - but we do business in the best way possible.

Our mission is to elevate the profile of Lao artisans and Lao textiles, to increase economic opportunities and facilitate creative and educational collaboration in Laos and worldwide.

We have a dynamic working atmosphere and are constantly moving forward together - so we can expand our business operations and explore new fields of interest.

Send 1 page cover letter (PDF) and CV (PDF)

To: Valerie Olla Email: [valerie@ockpoptok.com](mailto:valerie@ockpoptok.com)