

Expert SFE Executive at Haleon

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Company: JobWebKenya

Location: Kenya

Category: other-general

Job Description

Haleon plc is a British multinational consumer healthcare company with headquarters in Weybridge, Surrey. It is the largest consumer healthcare business in the world, with brands including Sensodyne toothpaste, Panadol and Advil painkillers and Centrum vitamins

In this role you will...

Provide strategic oversight and ownership of the First-SFA platform (coupled with Power BI) for the Sub-Saharan Africa Market. Partner with the SFE MEA BU and Global leads to ensure end to end sales system optimization and value is derived from field force feedback. SFE Manager provides feedback to the MEA BU and coordinates appropriate changes to systems.

Manage relationships with key business stakeholders to deliver tech and data solutions that ensure complete alignment with our strategic roadmap.

This includes driving the First-SFA enhancement plan to optimize and increase sales force effectiveness supported through Global CoP (Community of Practice) and Picasso network.

Responsible for all system upgrades and integrations, specifically CRM system (Veeva) and Power BI for actionable insights. This includes developing robust data processes, where possible automation, for Sales Force system outputs to develop insights to be acted on.

Drive Segmentation and Targeting process: Plan, design and execute in partnership with

Pharmacy and Expert Management team. This includes Territory design, optimisation and management for resource optimization. Ensure system reflects the latest segmentation and targeting strategy and sales territories are mapped.

Support the Pharmacy and Expert Management team on more systematic follow-up on sales cycle materials, based on analysis in CRM system. Bring insights to the Customer Marketing team to enhance in store activation and execution based on FSFA KPI's.

Responsible for Sales Force process simplification and optimization of current process and responsible for embedding new processes that lead to increased field force effectiveness.

Develop and deliver dashboards that enables Pharmacy and Expert Management team and the Sales Force to evaluate performance and impact using automation/Power BI wherever possible to ensure focus is on insights rather than data processing. This includes reviewing KPI's and partnering with Pharmacy and Expert Management team to track and monitor, improve and develop for the future. i.e., Orange Store/In Store Execution, Core Range (must stock list), FSFA Metrics, Pharmacy Dashboards etc.

Project Manages all formal capability building programs for Pharmacy and Expert Management team and Sales Force. To include knowledge tests, embedding on new field force effectiveness training programs, facilitation of MySkills programs. Where possible this role delivers the training, where they are not the subject matter expert, they coordinate the implementation of the training and ensure trainers deliver effective content for the best possible learning outcomes.

Share best practice with MEA BU, joining together departments such as Sales, Customer Marketing, Category Management, Analytics etc. This includes engagement with the MEA BU team to share and drive continuous improvement, bringing the outside in from other Markets/Area's and positioning Sub Saharan Africa as a key partner for future projects.

Requirements

Qualifications & Experience:

A university degree, or equivalent (Science-based degree preferred)

English (French a plus)

High proficiency in understanding and using condition, product-based science

High proficiency in marketing strategy and execution

Proven experience in field force optimization e.g. segmentation, targeting, efficient organization sizing

Proven change management experience

Additional Experience

Strong communication and interpersonal skills

Strong Analytical and problem-solving skills

Has a growth mindset and high learning agility

Values driven

Set Direction & Inspire

Work across boundaries – must have excellent collaboration skills

Release Energy

Develop Capability & Talent

Drive Performance

Live our Values

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