



# International Marketing Manager

(Private Label Business)

Our client is a leading manufacturer and exporter in the Food and Beverage industry with factories located North of Colombo. Due to on-going expansion, an opportunity exists for a superior calibre, dynamic and results oriented professional possessing a high level of initiative and drive to be based in their office in Colombo; to further accelerate the growth of the organization.

## The Job:

- Service existing customers and actively canvass new customers globally for a full range of edible coconut based products both organic and conventional.
- Increase sales by identifying new opportunities in the private label segment.
- Build long term relationships with private label customers.
- Plan & participate in overseas exhibitions and fairs & conduct online research to find potential customers.
- Manage the customer conversion pipeline through effective follow-up to ensure a steady flow of existing and new business.
- Understand the requirements of customers and offer optimum solutions to satisfy them by picking appropriate products from the company's portfolio.
- Work with customers to make changes to packaging to suit customer and legal requirements.
- Initiate and follow-up new product development based on customer requirements.
- Understand product costing and work with internal stakeholders to offer correct pricing to fulfil profitability criteria.
- Engage in product cost optimization by coordinating with internal teams.

## Requirements:

- At least 5 years' experience in a managerial export/international Sales/Marketing position in a reputed organisation (experience in food products is an advantage but not essential).
- Good command of the English language, computer literate, experienced in working with an ERP.
- Good grasp of product costing, fully conversant with export processes & documentation and able to pay attention to detail.
- Willing & able to travel overseas and meet & entertain customers.
- Excellent sales & customer service skills.
- Age less than 40 years.

**An attractive and negotiable remuneration package with other fringe benefits will be offered based on qualifications, experience and competence.**

**MSL Management  
Systems (Pvt) Ltd.**

Please forward your complete resume with contact details of two non-related referees to [mslr@slt.net.lk](mailto:mslr@slt.net.lk) within 10 days of this advertisement quoting **MSL Ref. No.7259** in the subject line of your e-mail.

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