WE ARE NOW HIRING

Marketing Sales and Business Development Executive

An exciting opportunity has arisen for Marketing Sales and Business Development Executive position (fixed-term contract), based in Onderstepoort, Pretoria North.

Type: **Fixed-term contract**
Closing date: **2 December 2026**
Apply now: **Email CV to: recruitment@tianaconsulting.co.za**

Purpose of the Job:

The Marketing Sales and Business Development Executive is responsible for leading and managing the marketing, sales and business development of OBP's veterinary vaccines and biological products in local and export markets, with the aim of increasing revenue, market share and brand awareness in support of OBP's mandate to promote animal health and food security. The role must ensure the design of strategies to generate sales and the management of key accounts with local and international agents.

Requirements:

- Master's degree in veterinary science, Animal Science, Microbiology or a related field (NQF 9), or an equivalent qualification.
- An MBA (NQF 9) will be an advantage

At least 10 years' experience of which 6 years must be in senior management in the following areas:

- Marketing and Brand Management
- Direct Sales
- Business Development
- Logistics and Distribution Management
- Senior Management and leadership
- Knowledge of the Animal Health Industry / Pharmaceutical Industry, particularly veterinary vaccines and biological products.

Key Performance Areas:

Strategic Planning and Management

- Contribute towards the development, implementation and monitoring of the OBP organisational strategy and objectives.
- Develop, implement and monitor a Marketing, Sales and Business Development strategy for the division that is directly aligned with the organisational strategic objectives.
- Create, communicate and implement a business plan that will enable the achievement of the divisional strategy.
- Develop, implement, monitor and review OBP divisional policies and procedures as required to ensure alignment with OBP's strategy and regulatory obligations.
- Research trends in the animal health and veterinary vaccine market and advise stakeholders on industry best practice policy and procedure standards and measures.
- Manage the selection and implementation of relevant systems, frameworks and initiatives that ensure delivery in line with the legislative framework and organisational objectives of OBP.

People Management

- Lead the implementation of strategic targets, performance management, and the required cascading of performance objectives in order to drive operational success.
- Responsible for the overall leadership, direction and development of all staff within the division.
- Maintain a professional environment that sets the example for the business by living the OBP values every day.
- Inspire continuous focus on improving overall productivity through engagement with employees.

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- Ensure the creation of an environment where staff are developed, engaged and successfully retained.
- Lead and guide the determination of staffing requirements and oversee all personnel processes for the division, such as staff development, mentoring, coaching, recruitment and engagement

Financial Management
- Provide strategic input and advice to the CEO and Board on the formulation of divisional budgets and forecasts
- Lead the formulation of annual budgets on behalf of the division for CEO approval.
- Oversee the division's relevant departmental budgets to ensure alignment to the organisation's revenue and efficiency objectives.
- Ensure that costs are contained while maintaining high levels of impact and performance.
- Oversee product pricing, discounts and price adjustments in line with the approved pricing policy and delegations of authority, ensuring that mark-ups are transparent, defensible and compliant with the Competition Act.
- Lead the development of best practices to achieve the organisation's broader financial goals.
- Responsible for overseeing that all organisational assets are managed and maintained to the company's standards.

Business Development and Marketing
- Business Development
- Lead the market intelligence initiatives.
- Design and develop departmental marketing strategy and activities in line with OBP's corporate plan.
- Lead the implementation of the departmental strategy for the organisation.
- Own market prioritisation and partner performance. Identify and develop new local and export markets for OBP, including in SADC and the rest of Africa.
- Oversee and ensure the maintenance of current OBP markets.
- Provide technical advice on OBP products including reliable vaccine access and sustainable commercial performance.
- Identify products requiring improvements and submit proposals.
- Manage product launches.
- Identify potential partners to acquire technology / new products to increase the OBP product portfolio.
- Lead the generation of sales to ensure the financial viability of the organisation, including state tenders and outbreak-driven vaccine demand (e.g. foot-and-mouth disease), in coordination with national and provincial veterinary services.
- Ensure increased local sales and market share.
- Ensure ownership of demand forecasting, channel performance and customer commitments against confirmed stock.

Customer and Stakeholder Management
- Lead the identification and mitigation of internal systems and procedural barriers to enhance customer service.
- Develop divisional service standards.
- Lead the identification and prioritisation of stakeholders, including the Department of Agriculture, state and private veterinarians, organised agriculture, distributors and international agents.
- Build and maintain effective internal and external strategic stakeholder relationships for the purpose of expectations management, knowledge sharing and integration, and to manage the organisation's reputation.

- Provide for the creation and maintenance of mutually beneficial relationships with all relevant stakeholders at the highest level by ensuring that all partner obligations are met, and expectations exceeded.
- Represent and participate in the organisation's executive committees and task teams when required.

- Lead, chair and attend meetings and present findings and business cases to relevant strategic stakeholders when required.
- Lead the management and resolution of complaints through timely resolution and/or escalation as required.
- Direct the evaluation of services related to contracts with external service providers to ensure that the required services are delivered to the required standard.

Distribution Network Management

- Develop distribution strategies in line with corporate objectives and market needs.
- Oversee implementation of the strategy.
- Recommend companies that are suitable to manage OBP's inventory at their facilities and distribute to all points of sale in line with regulatory and cold-chain requirements.
- Build strategic relationships with all distributors to ensure that OBP's strategy is not compromised.

Risk and Compliance Management

- Advise and contribute towards the mitigation of the overall risk profile of OBP.
- Manage the departmental risk register and ensure risks are adequately mitigated through agreed action plans.
- Lead the mitigation of the division's risk profile through timeous identification of internal and external factors, the application of fraud controls and risk prevention principles, and the implementation of sound governance and compliance processes and tools to identify and manage risks.
- Lead the coordination and maintenance of strategic quality risk management in line with regulatory requirements.
- Oversee the implementation of compliance with policies and procedures aimed at strengthening the OBP reputation and stakeholder interface.
- Ensure the continuous monitoring of changes in the regulatory environment and that appropriate controls are implemented to address new requirements across the division.
- Ensure the support and provision of evidence to all internal and external audit requirements.
- Lead the maintenance and enforcement of related Service Level Agreements to minimise business risk and ensure business continuity.
- Ensure adherence by the team to all relevant legislation, including the Public Finance Management Act, the Fertilizers, Farm Feeds, Agricultural Remedies and Stock Remedies Act 36 of 1947, the Medicines and Related Substances Act 101 of 1965 and the Competition Act, as well as internal policies and procedures throughout the organisation.

Other Key Competencies:
The candidate must demonstrate the following skills and attributes:

Deciding and Initiating Action

- Takes responsibility for actions, projects and people; takes initiative and works under own direction; initiates and generates activity and introduces changes into work processes; makes quick, clear decisions which may include tough choices or considered risks.

Leading and Supervising

- Provides others with a clear direction; motivates and empowers others; recruits staff of a high calibre; provides staff with development opportunities and coaching; sets appropriate standards of behaviour.

Working with People

- Shows respect for the views and contributions of other team members; shows empathy; listens, supports and cares for others; consults others and shares information and expertise with them; builds team spirit and reconciles conflict; adapts to the team and fits in well.

Adhering to Principles and Values

- Upholds ethics and values; demonstrates integrity; promotes and defends equal opportunities, builds diverse teams; encourages organisational and individual responsibility towards the community and the environment.

Applying Expertise and Technology

- Applies specialist and detailed technical expertise; uses technology to achieve work objectives; develops job knowledge and expertise (theoretical and practical) through continual professional development; demonstrates an understanding of different organisational departments and functions.

Planning and Organising

- Sets clearly defined objectives; plans activities and projects well in advance and takes account of possible changing circumstances; identifies and organises resources needed to accomplish tasks; manages time effectively; monitors performance against deadlines and milestones.

Persuading and Influencing

- Gains clear agreement and commitment from others by persuading, convincing and negotiating; makes effective use of political processes to influence and persuade others; promotes ideas on behalf of oneself or others; makes a strong personal impact on others; takes care to manage one's impression on others.

Formulating Strategies and Concepts

- Works strategically to realise organisational goals; sets and develops strategies; identifies, develops positive and compelling visions of the organisation's future potential; takes account of a wide range of issues across, and related to, the organisation.

Delivering Results and Meeting Customer Expectations

- Focuses on customer needs and satisfaction; sets high standards for quality and quantity; monitors and maintains quality and productivity; works in a systematic, methodical and orderly way; consistently achieves project goals.

Adapting and Responding to Change

- Adapts to changing circumstances; tolerates ambiguity; accepts new ideas and change initiatives; adapts interpersonal style to suit different people or situations; shows an interest in new experiences.

Coping with Pressures and Setbacks

- Maintains a positive outlook at work; works productively in a pressurised environment; keeps emotions under control during difficult situations; handles criticism well and learns from it; balances the demands of work and personal life.

Achieving Personal Work Goals and Objectives

- Accepts and tackles demanding goals with enthusiasm; works hard and puts in longer hours when it is necessary; seeks progression to roles of increased responsibility and influence; identifies own development needs and makes use of developmental or training opportunities.

If you need more information about the position, please contact us on 011 431 1354, one of our Consultants will assist you.