



PACKAGING



JOB PROFILE/DESCRIPTION

Ref No :

Job Description

Job Title:	International Sales Executive / Manager		
Reports to:	Shareholder		
Team:	Sales	People Manager?	Yes
Band / Level:	Manager or Executive		
Location:	Packaging Ras al-Khaimah (UAE) / Remotely (Home Country)		

Scope

Main purpose of the role:

The International Sales Manager will focus on global business development and drive revenue growth for the paper bag manufacturing division, focusing on strategic international markets such as the United States, Europe, Australia, and other key regions. This role involves crafting and executing robust sales strategies, building long-term relationships with international clients and distributors, and identifying new export opportunities. A strong understanding of paper packaging products, international trade regulations, and effective cross-cultural communication and negotiation skills is essential for success.

Responsibilities

Specific Role Responsibilities:

1. International Sales Strategy and Execution

- Develop and implement market-specific sales strategies targeting the US, Europe, Australia, and global markets.
- Align marketing and promotional activities with each regional market's needs and compliance standards.

2. Client Acquisition and Relationship Management

- Identify, approach, and secure international clients, including wholesalers, importers, brand owners, and retail chains, for products such as SOS bags, Twisted-Handle bags, Flat-Handle bags, and custom-printed paper bags.
- Build and maintain strategic relationships to ensure repeat business and customer retention.

3. Export Market Analysis and Regulatory Compliance

- Analyse market trends, competitor activities, and regional consumer demands to inform product positioning and pricing strategies.
- Ensure compliance with international trade regulations, product certifications (e.g. FSC, PEFC), and country-specific documentation requirements.

4. Sales Operations and Reporting

- Track international sales performance, forecast market trends, and recommend growth strategies.
- Prepare regular sales reports and performance reviews for the management team.

5. Customer Service and After-Sales Support

- Deliver high-quality service across time zones, ensuring smooth communication and resolution of client concerns.
- Work closely with internal teams (production, QC, and logistics) to ensure timely and accurate delivery of orders.

Key Relationships:

- Finance Team
- Production Team
- Procurement Team
- Sales and Commercial Team
- Management
- Quality Control
- CR
- IT

Knowledge/ Skills/ Experience	
Essential <ul style="list-style-type: none"> • 5–7 years of successful experience in international B2B sales, preferably in the plastic packaging or manufacturing industry. • Strong track record of selling to clients in the US, Europe, Australia, and other global markets. • Familiarity with international export documentation, shipping practices, and INCOTERMS. • Excellent communication, interpersonal, and negotiation skills across different cultures. 	Desirable <ul style="list-style-type: none"> • Bachelor's degree in Business, Marketing, International Trade, or related fields. • Familiarity with plastic bag manufacturing processes and products. • Experience working with international distributors, agents, and third-party logistics providers.

	Name	Signed	Dated
Job Description Approved by HR			
Job Holder			
Line Manager			

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Not Refundable.