

JOB DESCRIPTION

Position	Sales Lead – Special Programmes	Division	Rockit Trading Company Limited
Reports to	Sales Manager – Global Markets	Date	September 2026

Job Purpose

To lead assigned special sales programmes, international market opportunities and customer relationships, maximising returns for corporate and grower.

Key Responsibilities

Assigned Sales Programs:

- Astro / Class 1.5 and 2 programme
 - Lead development of the Astro programme with a focus on maximising returns for growers
 - Facilitate the logistics and planning around this programme with support from the GM – Global Markets and Sales Manager – Global Markets
 - Develop Astro brand in the following territories: South-East Asia, India, NZ,
 - Develop packaging solutions to support programme growth
 - Optimise supply chain design and efficiency
 - Build Astro as a respected trade brand in target markets
 - Regular review of quality standards by engaging with quality team to ensure maximum returns
- Sales Management – India
 - Distributor relationship management
 - Clear programme definition and fulfilment (multi – class)
 - Support as appropriate for in market packing
- Sales Management – NZ Pacific
 - Distributor management
 - Trading floor management / Fruit for Schools programme
 - Retailer management
- Management of clearance / disposals
 - India tubes (old format stock)
 - India bulk
 - Bangladesh program (at times compromised stock)

Reporting Requirements:

- Lead regular sales forecasting, reporting and analysis to the Enablement and Optimisation team.
- Provide monthly reporting to the GM – Global Markets on trade marketing plans and results, forecasts, and market intelligence.

Team Support

Support function to Sales Executive role to provide cover while on leave or in peak periods, and vice versa. This can include:

- Order Processing
- Claims
- Customer communications outside of assigned sales programmes
- Support to Logistics and S&OP team

Support in other markets or to other Global Markets team members as needed.
Undertake other duties or projects assigned by the Manager.

Organisational Obligations

- Establish effective relationships internally and externally and collaborate to achieve Rockit objectives.
- Participate in regular team and company-wide meetings.
- Ensure confidentiality of employee and company information.
- Demonstrate commitment to health and safety and compliance with company policies.
- Demonstrate company values and Rockit Every Day.

Relationships

Reports to	Sales Manager – Global Markets
Internal	Global Sales & Marketing team, Operations & Production Manager, S&OP, Enablement & Optimisation team
External	Licensees, market partners, agencies and suppliers, industry and trade groups

Personal specification requirements

- Sales and customer management experience with distributor and retail customers, ideally in the global produce sectors
- Natural relationship builder – someone who prioritises direct 1:1 communication with key stakeholders; takes pride in delivery and keeping commitments to customers
- Experience developing and executing sales programmes in international markets.
- Negotiation skills and commercial acumen
- Strong presentation skills, particularly at Corporate / B2B level
- Advanced written communication and report writing capability
- High level of IT skills and experience, and receptive to the use of AI as an enabler
- A commitment to customer service, excellent communication skills; able to build internal and external relationships with ease across cultures and geographies



- A results driven self-starter who works hard for the business and customer
- Ability to travel internationally as required

SIGNED by the Employee: