



## RE-WRITE YOUR FUTURE ACROSS THE WORLD'S FINEST INTERIORS

The leader in the Surface Coverings and Bathware industry in Sri Lanka and pacesetter in the international arena, Royal Ceramics Lanka PLC (Rocell) is now inviting ambitious individuals to join a world-renowned design democracy and be part of a global workforce.

### Manager – Channel Sales

We are seeking a proactive and results-oriented individual to take charge of establishing and operating a new sales channel for Rocell. In this role, you will be responsible for identifying market needs and potential opportunities to drive incremental turnover for the organisation. Your expertise working in a similar capacity will be pivotal in developing and executing a successful sales channel strategy.

#### Key Responsibilities

- Develop and implement a strategic channel sales plan to achieve revenue targets and expand market presence.
- Identify and onboard new channel partners, including distributors, re-sellers, and retailers, based on market analysis and business objectives.
- Build and maintain strong relationships with channel partners, providing necessary training, support, and resources to enable their success.
- Collaborate with cross-functional teams, including marketing, product management, and operations, to ensure effective product launches, promotions, and sales support.
- Monitor market trends, competitor activities, and customer needs to identify growth opportunities and adjust channel strategies accordingly.
- Analyze sales data, track performance metrics, and prepare regular reports to evaluate channel performance and propose actionable insights for improvement.

#### Requirements

- Bachelor's Degree in Business Administration, Marketing (or a similar qualification)
- A minimum of 5 years experience in a similar capacity within Distributive Trade/Channel Sales
- Excellent leadership and team management skills
- Strong communication and interpersonal skills
- Results-oriented with a focus on achieving business targets
- Age below 40 years

### Account Manager

#### Key Responsibilities

- Scouting, engaging and delivering key projects to drive an incremental turnover for the organization
- Engaging with key stakeholders of the industry on possible partnerships.
- Initiating and implementing new business development activities.

#### Requirements

- A Bachelor's Degree in Business/Marketing/Management or Professional Qualification in Sales & Marketing (CIM/SLIM)
- Minimum 5 Years of work experience in Sales
- Strong communication skills (written & oral) in both English and Sinhala Language
- Strong negotiation skills to promote the brand locally and globally
- Willing to travel across the country
- Age below 40 years

**An attractive remuneration package commensurate with the position applied for is negotiable.**

Apply within 10 days of this publication, with an updated complete CV with contact details of two non-related referees. Please e-mail your CVs to [recruitment@rcl.lk](mailto:recruitment@rcl.lk)



Eternal Elegance

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