

Route Controller vacancy at RCL Foods

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Deadline: 16 January 2025

Location: Durban, South Africa

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RCL Foods is recruiting and accepting applications for Route Controller vacancy.

The suitable candidate will be responsible to performs tasks / activities associated with the transportation and sales of bread and confectionary. Calling on customers (traders and retail chain stores), taking orders and delivering mainly from vehicle -frequently for cash and new customer acquisition.

This role will be based in Durban and reporting to the Sales Manager.

This role is a Permanent role.

Minimum Requirements

- NQF level 4/5/6, matric and preferably a Diploma in Sales or Marketing.

Duties & Responsibilities:

Early Morning Shift

- Assist despatch to ensure trucks loaded and despatched on time, prioritizing where necessary
- Ensure all Drivers and VA's are present and arrange cover if absenteeism
- Daily communication on WhatsApp regarding any orders that had to be cut, driver changes, absenteeism and late deliveries
- Conduct crate count and report on WhatsApp
- Accurately complete register
- Check crate sheet and follow up with drivers on outstanding balances
- Meet with Sales Manager to discuss each day's challenges, the next day's planning and crate issues
- Liaise with Customer Service Centre regarding second deliveries
- At Despatch, check on BOT's (Bread on Truck), crate returns, bread returns and damages.

- Assist driver with action plan if necessary where BOT's, returns and damages are higher than the norm
or if problems with crate losses

Afternoon Shift

- Handover meeting with Early Morning Route Controller
- Follow up on second deliveries, ensuring they leave on time
- At Dispatch, ensure correct procedure adhered to in terms of BOT's, returns, damages and crate returns
- Verify earlier crate count
- Ensure drivers are using the vehicle safe
- Inspect trucks for any new damages/faults and report to Transport Supervisor
- Ensure crate sheets being completed correctly
- Train new drivers to follow the correct procedures
- Ensure drivers place order with Customer Service Centre timeously and before cash up
- Remain on site until the last truck arrives, ensuring the cash is deposited in the cash office safe
- Report problems or changes on WhatsApp before leaving

Route Rides

- Conduct 2 route rides weekly
- Complete Route Ride Analysis form per route ride and give feedback to Sales Manager within 24 hours regarding the successes, challenges and threats on the route (pricing monitor; competitor information; crates baseline; mileage; time taken, etc.)
- Conduct Sales Analysis, using the data to inform action plans to increase sales and distribution efficiencies
- With the Sales Manager formulate a Sales Plan per route to drive volumes and customer satisfaction.
- Implement the Route Sales Plan by utilising the Sales resources available including Sales Reps
- Visit schools on routes to obtain participation in School's Competition
- Update crate sheet
- Conduct follow up visits with Sales Reps and Sales Manager to ensure customer losses are minimised
- Gain 5 new customers per route ride
- Follow up on lost business and if possible, regain the customer
- Ensure customers are experiencing good customer service and if not, take action to improve it
- Look for advertising opportunities and liaise with Marketing to obtain sign boards or similar material

- Where possible, facilitate COD customers to move onto JDE
- Monitor competitor activities and take action to counter potential sales loss

People Management

- Set daily objectives for the drivers and van assistants, ensuring full productivity
- Monitor employee performance weekly and give regular feedback, taking disciplinary action when necessary and giving recognition where it's due.
- Conduct formal performance reviews twice yearly with all Drivers and VA's
- Conduct team meetings with Drivers and VA's at least once a month to hear about challenges and concerns and assist to resolve the issues

General

- Must be willing to assist as a driver as and when necessary

How to apply

To apply, [visit RCL Foods recruitment portal](#).

Note: Late applications will not be considered.

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