

Finance Manager

Scents N Stories · Karachi Division, Sindh, Pakistan (On-site)

Qualification

- CA Finalist, ACCA, ICMA, CMA, or CFA.

Experience :

- 5+ years of progressive finance experience in retail, e-commerce, or FMCG sectors.
- Strong command of financial modeling, budgeting tools, and data visualization Excel, Power BI, etc..
- Experience with ERP systems Microsoft Dynamics 365, Oracle, SAP, Odoo, etc. and accounting software.
- Excellent analytical, communication, and presentation skills.
- Proven ability to work cross-functionally and lead financial transformation initiatives.

Job Description :**About The Role**

We are seeking a dynamic and detail-oriented **Finance Manager** to lead our financial planning and analysis for a fast-paced Retail & E-Commerce business. This individual will be responsible for end-to-end finance operations, including financial reporting, budgeting, inventory costing, divisional performance analysis, and supporting strategic decisions through financial insights and data analytics.

Key Responsibilities**Financial Reporting & Control**

- Prepare and finalize monthly, quarterly, and annual financial statements P&L, Balance Sheet, and Cash Flow Statement in accordance with accounting standards.
- Ensure accurate and timely month-end closing and reconciliations.

- Maintain a comprehensive Fixed Assets Register and oversee asset capitalization and depreciation.

Financial Planning & Analysis

- Develop and manage company-wide budgets and rolling forecasts, including departmental budgeting.
- Perform detailed ratio analysis and monitor financial KPIs to assess business health.
- Conduct breakeven analysis, project evaluations, and scenario-based financial modeling to support business decisions.
- Oversee pricing analysis, product margin analysis, and retail performance reviews to guide profitability improvement.

Inventory & Cost Management

- Implement accurate inventory costing and valuation methods to ensure correct COGS reporting.
- Support overhead absorption calculations and manage cost allocation across departments.

Divisional & Campaign Performance

- Track and report divisional financial performance, ensuring alignment with strategic objectives.
- Conduct pre- and post-campaign analysis to measure ROI and optimize marketing spend.

Cross-Functional Collaboration

- Liaise with Supply Chain, Production, Retail, Marketing, and Operations to gather insights, improve financial processes, and enhance decision-making.

- Partner with relevant teams for ERP system implementation and optimization to streamline finance-related workflows.

Capital Raising & Investor Relations

- Support capital raising initiatives for retail expansion through financial projections and investor presentations.
- Maintain and nurture investor relationships by providing accurate financial updates and reports.

Data Analytics & Decision Support

- Use financial data and analytics tools to extract actionable insights for business strategy and operational improvements.
- Present data-driven recommendations to senior leadership to drive growth and profitability.