

**JOB DESCRIPTION**

**Job Title:** Sales Executive / Representative

**Reporting to:** Head of Sales

**Job Summary:**

Mackle Petfoods successfully supply several cat and dog food brands – Brandy, Cat Club, Naturo and

Norsh across multiple market channels. The sales team consists of Head of Sales, Business

Development Manager, Key Account Manager, two Sales Executives, Sales Graduate and a Sales

Assistant. The Sales Executive will develop and maximise profitable sales within a specific region and

and support with overall sales department activities.

**Main Responsibilities:**

* Territory Responsibility: Northern Ireland
* Brand Responsibility: Brandy, Cat Club, Jessie, Naturo, Norsh

**The successful candidate should fulfil the following criteria:**

* Develop knowledge of the pet industry, specifically for the product sectors manufactured by the company and the market sectors operated in by Mackle Petfoods.
* Achieve profitable sales growth against set KPIs within agreed territory / customer base through direct sales calls (order) and indirect service calls (non-order).
* Manage and execute promotions within agreed customer base, communicating with the customer and internally.
* Meet customers to review sales performance on a regular basis, supported by Head of Sales. This will include a mix of Head Office accounts and direct store / customer accounts.
* Call with indirect calls across NI to range check and discuss opportunities to build sales.
* Collaborate with our largest NI Distributor to develop the NI Pet Trade market for Naturo and Norsh brands, dedicating 2 days per month to this specifically.
* Support the Accounts team with Credit Control, for agreed customer base, to ensure on time payments in line with payment terms.
* Assist the Head of Sales by developing annual account plans to include range management, promotion activations and supporting marketing activities.
* Assist in the overall management of the sales team commercial spend/investment, analysing return on investment for all activities, making suggestions for future improvements.
* Gather, analyse and communicate market pricing, promotions, marketing activity and new product launches, on a monthly basis, specific to your territory.
* Provide feedback on future buying / ranging needs to grow the business, dependent on market share potential and profitability.
* Liaise with other members of the sales & marketing team to achieve agreed budgets.
* Contribute to the setting of the annual company sales budget by sales forecasting for agreed customer base.
* Identify new opportunities to develop sales across the various brands within the Mackle Petfood product portfolio.
* Liaise with other internal departments to ensure customer requirements are fulfilled and the outcome communicated to the customer and across the business, as applicable.
* Attend trade and consumer exhibitions to represent the company and product brands.
* Any other duties, as and when required, within reason.

**PERSON SPECIFICATION**

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| *Criteria* | *Essential* | *Desirable* |
| Knowledge | * Qualified to diploma/degree level in a Business related course
 | * Three years’ experience in a Sales Rep role
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| Relevant Experience | * Intermediate level of use in PC applications (Microsoft word, excel & power point)
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| Skills & Competencies | * Reliable
* Excellent attention to detail and accuracy
* Ability & desire to sell, commercially aware
* Determined, confident approach
* Resilience and ability to cope with rejection
* Good time management
* Excellent interpersonal / communication skills; both verbal & written
* Strong organisational skills with ability to prioritise and meet deadlines
* Self-motivator, must be able to work on their own initiative
* Ability to work within a team
 | * Ability to pick up and assimilate information quickly and easily
* Ability to handle competing demands
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| Circumstances | * Able to work full-time hours: Monday to Friday, 9am to 5pm. Approx. 3 days on journey plan in NI and 2 days on-site at Mackle Petfoods sites. Occasionally, additional hours may be required to meet deadlines and a few weekends for exhibitions.
* Clean Driving License
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