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**JOB DESCRIPTION**

**Job Title:** Head of Sales

**Reporting to:** Commercial Director

**Direct Reports:** x3 Account Managers, x2 Territory Sales Executives, x1 Sales Co-Ordinator

**Job Summary:** Reporting to the Commercial Director, the Head of Sales will lead, manage and develop the sales function of the business. The Head of Sales will design and deliver a robust sales strategy which will drive new and repeated business and will account for multiple sales channels and geographies ultimately delivering sustainable and profitable growth across the business.

As a senior leader, the Head of Sales will promote a culture of caring, integrity, innovation, high performance and continuous learning, identifying areas for improvement within the existing product ranges whilst keeping up to date with market developments identifying and proposing opportunities for the company to enhance their product, service and performance.

**Main Responsibilities:**

* Live the company values – care, integrity, quality, innovation and sustainability.
* Promote a culture of performance and continuous learning and improvement.
* Lead, manage and develop a high performing and high achieving sales team, identifying development opportunities which will enhance the overall performance of the team together and with other departments throughout the business.
* Support the growth and development of direct reports, ensuring key performance measures are implemented.
* Implement key account management processes to ensure appropriate focus and resources on key strategic customers as the business grows.
* Define, manage, evolve and deliver a robust sales strategy across all geographies and market channels, to ultimately deliver sustainable and profitable growth across the business.
* Explore, identify and evaluate opportunities for business development across new and existing markets, creating robust plans to convert these opportunities into sales and leading negotiations of key commercials contracts.
* As part to the Senior Leadership Team (Senior Management Team & Board of Directors), continuously review performance of customers and product ranges, to gain insight into the overall impact to the business, identifying underperforming areas and creating a strategy to mitigate risk and turn around underperforming customers or product ranges.
* Build effective working relationships with key customers and proactively manage key customer accounts to drive growth and profitability.
* Develop a strong network of contacts and seek to develop relationships with customers across the business, existing and new.
* Track and report on performance of overall company sales, while evaluating channel, pricing and promotional strategies.
* Undertake routine analysis of existing and potential new customer commercial agreements, coupled with analysis of cost drivers to ensure sustainability of each customer relationship.
* As part of the Senior Leadership team, work to refine the commercial strategy and effectively implement corresponding commercial and sales plans in all defined markets.
* Work proactively and effectively with the operations teams to ensure alignment with the commercial strategy and a coordinated approach to the onboarding of new customers.
* Work closely with the finance team to ensure credit control is proactive and managed.
* Work closely with marketing and NPD teams to keep abreast of market developments and opportunities for the company to enhance their product and service.
* Work with the sales team to create Specific, Measurable, Achievable, Relevant and Timely annual budgets and sales forecasts, providing visibility and regular updates on progress across the business.
* Understand all aspects of the business and ensure compliance with legal, regulatory, ethical and social requirements.
* Attendance at trade and consumer exhibitions/events to represent the company and product brands.
* Any other duties, as and when required, within reason.

**PERSON SPECIFICATION**

**Criteria;**

* Qualified to degree level in a Business-related course
* Significant experience in a senior sales leadership role, having delivered profitable growth, ideally within the FMCG sector, coupled with experience selling outside the Island of Ireland.
* Experience of leading and managing a team to meet key performance targets.
* Evidence of strong key account management and customer engagement skills.
* Leading the customer relationship and negotiations with the Multiples, ideally at Head Office level.
* Experience of identifying and evaluating opportunities to enter new markets.
* **Commercial Acumen:** demonstrates financial understanding to deliver against targets and looks to enhance revenue and reduce costs, where possible, but not to the detriment of quality and innovation. Highlights and analyses all activities involved to allow full optimisation of expenditure for best long term sustainable advantage.
* **Leadership:** the ability to influence, develop and empower employees to achieve objectives with a team approach. Inspires co-workers to attain goals and pursue excellence. Strong interpersonal skills, with a high degree of proactiveness, credibility and integrity.
* **Motivated & Driven:** is a highly motivated and driven individual. Is tenacious and committed to all they do. A self-starter, detail-orientated and results driven. Is willing to challenge the norms and drive forward new improved ways of doing things.
* **Relationship Building:** Demonstrates the ability to develop, maintain and strengthen partnerships with people inside and outside the organisation who can provide information, assistance and support. Builds strong and mutually beneficial, formal and informal, professional relationships. Is willing to obtain and share information, ideas and challenges.
* **Results Orientated:** Focused on results and outcomes. Demonstrates ambition for the organisation, customers and team. Stretches oneself and the team to deliver and does not accept the status quo. Strong business and commercial focus, while remaining true to the organisations mission and values.
* Hybrid working; 1 day per week from home (Tues/Wed/Thurs). 4 days per week on-site, at Mackle Petfoods sites. Working hours; 40 hours.
* Travel to meet customers at their premises is part of this role.
* Occasionally, additional hours may be required to meet deadlines.
* Available to travel including weekends for events (i.e. support for exhibitions).
* Full Clean Driving License with access to a car
* In date Passport

**Desirable;**

* Previous experience of working in a food manufacturing sector
* Previous experience of driving profitable sales via eCommerce channel