



## FURTHER PARTICULARS

### VACANT POSITION INFORMATION

<b>Post Title:</b>	Retail Sales Manager
<b>Post Reference:</b>	GR/AS401
<b>Location/Based:</b>	Dalesman house Chase way Bradford BD5 8HW
<b>Department:</b>	GR Team (Area Sales)
<b>Salary:</b>	£30,000-£35,000 per annum (dependant on skills and experience) plus bonus and other benefits (inc. company car, mobile phone and laptop)
<b>Salary Scale:</b>	Business Development
<b>Hours:</b>	Approximately 40 hours
<b>Annual Leave:</b>	24 days plus bank holidays
<b>Responsible To:</b>	Brand Team Leader
<b>Responsible For:</b>	N/A
<b>Contract:</b>	Permanent (following probationary period)

### OTHER INFORMATION

<b>Closing Date</b>	TBC
<b>Interview date</b>	TBC

# JOB DESCRIPTION

## MAIN PURPOSE OF POST

Retail Sales Managers are responsible for:

- Defining and implementing national sales and pricing strategies
- Driving and achieving increased sales profit and targets
- Creating and establishing brand awareness within the food retail sector – being 'Brand Ambassador'
- Leading Key Account negotiations
- Understanding and communicating the 'GR' Brand definition
- Gaining new accounts and motivating existing accounts for additional sales

## MAIN RESPONSIBILITIES

### SALES STRATEGY

- Manage performance and profitability of the brand, compiling sales reports and reviewing brand performance
- Manage business risk with no customer being no more than 10% turnover
- Measure the success of the brand based on sales and brand awareness
- Create accurate forecasts to meet required margins with profit and loss responsibility
- Deliver accurate and rapid cost calculations to provide effective customer price positions
- Develop and manage product life cycle from strategic propositions to tactical activities
- Track trends and customer activity, segment customer usage, utilise marketing techniques and analyse market data to drive sales and continuous growth

### SALES

- Identify B2B and B2C route to market for the 'GR' Brand
- Work face to face with retailers and distributors
- Gain new customers monthly
- Build relationships with customers and key contacts to ensure product availability and distribution
- Attend category meetings with clients to increase in depth knowledge and to influence category plans in line with customer needs and opportunities
- Responsible for brand lead generation and sales conversions.
- Develop and deliver an easy sell plan
- Identify, establish and maximise sales of the 'GR' brand in the B2C food retail network
- Establish and maintain customer loyalty to the brand through regular visits and innovative ways of selling
- Anticipate potential opportunities by researching the relevant markets, competitors, locating potential events and marketing opportunities.
- Prepare, organise, implement and deliver presentations and promotional initiatives to grow accounts and maximum their potential.
- Conduct regular reviews with retailers, distributors and key contacts to include, but not limited to business performance, buying trends and forecasts, orders and promotional activities
- Liaise with internal suppliers to check progress of existing orders, stock and activities
- Develop annual account goals and customer business plans in line with sales targets
- Effectively manage essential customer enquiries and feedback
- Create a long lasting impression of the brand to customers at all levels, both internally and externally
- Deliver brand initiatives through distributors and customers
- Support retail sales with customer focused marketing activity
- Work closely with Marketing team in order to drive the current product portfolio and future brand launches.
- Be aware of the company's terms of trading, and ensure that all customers are also aware, and that they keep to these same terms.
- Review own sales performance and developing yourself to achieve aims and objectives of the company.

### GENERAL

- Integrate with existing 'GR' support teams such as Sales and Marketing, New Product Development, Production and Distribution
- Demonstrate effective time management and self-motivation skills
- Demonstrate excellent communication and negotiation skills
- Manage and utilise marketing initiatives, technical expertise and administration resource to deliver success of the brand
- Attend trade shows, product launches and sales meetings
- Report to and maintain regular contact with the Brand Team Leader
- Administrative tasks necessary to execute the above tasks successfully
- Any other duties commensurate with the grade and nature of the post

### CAREER PROGRESSION

The company will consider funding any relevant training courses, which will allow you to develop both professionally and personally. As the business continues to develop, the potential of further opportunities with the company will increase.

**ALL EMPLOYEES ARE EXPECTED TO ADHERE TO THE FOLLOWING:**

- (1) Comply with the in-house Quality Management Systems.
- (2) To be responsible for the health, safety and welfare of others and to comply at all times with the requirements of the Health and safety regulations (as detailed in the Employee Handbook).
- (3) To ensure strict confidentiality at all times, only releasing confidential information obtained during the course of employment to those acting in an official capacity.
- (4) To promote equal opportunities in accordance with the company's 'Equal Opportunities and Dignity at Work Policy'.
- (5) To ensure that no person receives less favourable treatment than another on the grounds of race, colour, ethnic origin, nationality, national origin, religion or belief, sex, sexual orientation, gender reassignment, age, marital or civil partnership status or disability.
- (6) To read and comply with the company's Employee Handbook.
- (7) Participate in compulsory training activities.
- (8) Respect and adhere to the rules and regulations on customer premises.

**Please Note: This job description is not exhaustive and is a reflection of the current position and may change in emphasis or detail in the light of subsequent development and/or management requirement.**

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# PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE	HOW IDENTIFIED/ VERIFIED
<b>QUALIFICATIONS</b>	<ul style="list-style-type: none"> <li>Educated to degree/HND/HNC level (or equivalent experience)</li> </ul>	<ul style="list-style-type: none"> <li>Qualification in business or sales</li> <li>Marketing qualification (CIM)</li> </ul>	<ul style="list-style-type: none"> <li>Application/CV</li> <li>Sight of qualifications</li> </ul>
<b>SKILLS AND KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>Good working knowledge and interest in Food, Food flavourings, Food Legislation and/or Food Packaging</li> <li>Good business acumen</li> <li>Outstanding networking skills and ability to make contacts and build acquaintances with potential customers</li> <li>Statistical, trend analysis and sales forecasting skills</li> <li>Ability to think laterally and creatively</li> <li>Strong Influencing and negotiation skills</li> <li>Versatile and flexible in line with industry developments</li> <li>Ability to perceive and quantify the need for new products and work with the New Product Development (NPD) Department to create them</li> <li>Ability to fully utilise a PC and Windows based software, e.g. Microsoft Office (Word, Excel etc.) e-mail, world wide web, Access.</li> <li>Excellent communication skills both written and oral (face to face and via the telephone).</li> <li>Good presentation skills</li> <li>Ability to work on own initiative and as part of a team</li> <li>Good organisational and time management ability</li> <li>Ability to maintain a high degree of accuracy whilst working to tight and often conflicting deadlines</li> <li>Good analytical skills</li> <li>Good listener and ability to respond to results and consumer research</li> <li>Ability to work with a wide range of people from different parts of the business</li> <li>Ability to lead and inspire others</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of food manufacturing process</li> <li>Knowledge of the seasonings and spice industry</li> </ul>	<ul style="list-style-type: none"> <li>Application/CV</li> <li>Interview</li> <li>References</li> </ul>
<b>PREVIOUS WORK EXPERIENCE</b>	<ul style="list-style-type: none"> <li>Structured FMCG background, ideally from a food or beverage background</li> <li>Experience of executing a business plan with a detailed and commercial awareness</li> <li>Experience of acquiring, developing and maintaining new commercial customers/accounts</li> <li>Experience of working within a fast paced B2C environment</li> <li>Proven track record of successfully generating and developing retail sales evidenced by</li> </ul>	<ul style="list-style-type: none"> <li>Brand Marketing experience</li> </ul>	<ul style="list-style-type: none"> <li>Application/CV</li> <li>Interview</li> </ul>

	<ul style="list-style-type: none"> <li>substantial growth through innovative sales strategies.</li> <li>• Evidence of your ability to establish strong, positive relationships with customers which has driven sales growth.</li> <li>• Had previous responsibility for profit and loss</li> <li>• Project Management Experience</li> </ul>		
<p><b>PERSONAL QUALITIES</b></p>	<ul style="list-style-type: none"> <li>• Strategic and commercial mind and proven history of increasing sales</li> <li>• Confident and assertive</li> <li>• Results orientated</li> <li>• Ability to work under pressure and to tight and sometimes conflicting deadlines</li> <li>• Highly motivated, self-starter with a drive for excellence</li> <li>• Demonstrates enthusiasm for sales and has an appreciation of brand as a strategic asset</li> <li>• Self sufficient with the ability to make decisions and recommendations that add benefit to the business</li> <li>• Confidence to 'sell' new ideas</li> <li>• Passion for food retail</li> <li>• Located within a commutable distance to our Bradford Head Office</li> <li>• Full UK Driving Licence</li> <li>• Commitment to equal opportunities.</li> <li>• Committed to continuing personal/professional development.</li> </ul>		<ul style="list-style-type: none"> <li>▪ Interview</li> <li>▪ References</li> </ul>

## FURTHER PARTICULARS

### JOB DESCRIPTION AND PERSON SPECIFICATION

The attached **Job Description** outlines the main duties and responsibilities of the vacancy and the **Person Specification** outlines the 'Essential' and 'Desirable' Qualifications, Experience, Skills and Knowledge and Personal Qualities that are required for the position and how these will be identified/verified. The Person Specification forms the criteria against which we will shortlist candidates.

### CONTACT DETAILS

If you have any informal queries about the vacancy or the company then please feel free to contact:

**Human Resources Department – Head Office (Bradford)**

Tel: 01274 758000 Email: [hr@thedalesmangroup.co.uk](mailto:hr@thedalesmangroup.co.uk)

### SELECTION PROCESS AND TIMETABLE

You are required to submit a curriculum vitae and covering letter for this vacancy.

Your completed application can be submitted by any of the following methods, please quote the **POST TITLE** and **POST REFERENCE NUMBER** that you are applying for:

**Email:** [hr@thedalesmangroup.co.uk](mailto:hr@thedalesmangroup.co.uk) (Candidates will receive a confirmation of receipt email)

**Post:** Human Resources Department, The Dalesman Group (Head Office), Dalesman House, Chase Way, Bradford BD5 8HW  
*\*Please ensure that your application has sufficient postage as insufficient postage may delay delivery of your application\**

Candidates are invited to enclose a stamped addressed postcard, which will be returned to them as evidence of receipt.

Due to the high volume of applications being processed, it may not be possible for us to respond to every application individually. If you have not heard from us within **6 weeks** of the closing date then please assume that your application has been unsuccessful but I would like to thank you for your interest in working for The Dalesman Group.

We may accept applications in alternative formats, for example on audio-tape or disk where necessary. If you have any queries about using an alternative format, please contact the Human Resources department (01274) 758000.

### ADDITIONAL INTERVIEW REQUIREMENTS

You will be asked at a later stage whether you need us to make any adjustments for the interview. If you wish to discuss any concerns about the application process and scheduling, please contact the Human Resources department (01274) 758000.

### ASYLUM & IMMIGRATION

The Dalesman Group will comply with the Immigration, Asylum and Nationality Act 2006, which requires all employees to provide documentary evidence of their legal right to work in this country prior to commencing employment. Candidates will be required to bring their evidence on their first day of work so that it can be copied and verified.

Further information about Certificate of Sponsorship and eligibility to work in the UK, can be found at:

<http://www.ukba.homeoffice.gov.uk/employers/points>

### CRIMINAL RECORDS

**A Criminal Records Disclosure is not required for this position** however applicants who have **unspent** convictions must indicate this on the 'Equality & Diversity Monitoring Form' and must declare the nature of the conviction to the Human Resources Department.

### EQUALITY & DIVERSITY



The Dalesman Group is committed to diversity and equality of opportunity. All employees and applicants for jobs will be considered on their abilities and will not be discriminated against on the grounds of race, colour, ethnic origin, nationality, national origin, religion or belief, sex, sexual orientation, gender reassignment, age, marital or civil partnership status or disability or any other irrelevant distinction.

### SMOKING

The Dalesman Group operates a complete ban of smoking on any property or within company vehicles, a copy of the Smoking Policy can be available from the Human Resources Department.

### INTERVIEW EXPENSES

The company will not automatically reimburse any applicant for interview expenses. In some cases the company will consider reimbursement for more senior roles, however, if you need confirmation prior to the interview please contact the Human Resources department.