



Job Title:	Head of Sales
Primary Objective:	To lead and execute the national sales strategy across all FMCG channels, driving revenue growth, market penetration, and brand visibility. This role is responsible for managing key customer relationships, leading a high-performing sales team, and collaborating with marketing, supply chain, and category teams to deliver sales targets, customer satisfaction, and long-term business growth.

Key Responsibilities

Sales

- **Developing Sales Strategies:** Formulate sales strategies and tactics to achieve company sales targets and objectives. This involves analysing market trends, identifying opportunities, and developing plans to capitalize on them.
- **Setting Sales Targets:** Establish clear, achievable sales targets for the sales team and ensure alignment with overall company goals. Monitor performance against these targets and adjust strategies as needed.
- **Leading Sales Team:** Recruit, train, motivate, and manage the sales team to ensure high performance and productivity. Provide coaching, guidance, and support to help team members succeed in their roles.
- **Managing Sales Pipeline:** Oversee the sales pipeline from lead generation to deal closure. Implement processes and tools to effectively manage leads, opportunities, and sales activities throughout the sales cycle.
- **Building Client Relationships:** Cultivate strong relationships with key clients and partners to understand their needs, address concerns, and identify opportunities for upselling or cross-selling.
- **Monitoring Market Trends:** Stay informed about industry trends, competitive activities, and market developments. Use this knowledge to adjust sales strategies, identify new business opportunities, and stay ahead of the competition.
- **Collaborating with Marketing:** Work closely with the marketing team to align sales and marketing efforts. Provide input into marketing campaigns, messaging, and collateral to ensure they resonate with target audiences and support sales objectives.
- **Driving Revenue Growth:** Drive revenue growth by maximizing sales opportunities, expanding market share, and optimizing pricing strategies. Identify and pursue new revenue streams and business opportunities.
- **Analysing Sales Data:** Analyze sales data and performance metrics to assess the effectiveness of sales strategies and identify areas for improvement. Use data-driven insights to make informed decisions and drive continuous improvement.
- **Ensuring Customer Satisfaction:** Ensure high levels of customer satisfaction by delivering exceptional service, resolving issues promptly, and maintaining open lines of communication with customers.
- **Compliance and Reporting:** Ensure compliance with relevant regulations and reporting requirements. Provide regular updates and reports on sales performance, forecasts, and market trends to senior management.
- **Continuous Learning and Development:** Stay updated on industry best practices, sales techniques, and emerging technologies. Foster a culture of continuous learning and development within the sales team.



- **Pricing and Promotional Strategies:** Develop and implement pricing models and promotional plans that drive sales and margin growth, ensuring competitiveness and alignment with customer needs and market trends.
- **Business and Category Reviews:** Lead the development and presentation of business reviews and category reviews with key customers, providing insights, performance analysis, and strategic recommendations.

Marketing Strategy and Brand Management

- **Brand Alignment:** Ensure that sales strategies and activities consistently reflect and support the company's brand values and positioning in the market.
- **Input into Campaign Development:** Partner with the marketing team to provide market and customer insights that inform effective promotional campaigns and brand messaging.
- **Channel & Customer Activation:** Collaborate on the execution of in-store activation, trade marketing programs, and merchandising strategies to support brand visibility and sales performance.
- **Performance Evaluation:** Monitor the effectiveness of marketing efforts on sales results, providing feedback and insights to refine future campaigns.
- **Event Participation:** Support brand-building through trade shows, events, and customer engagement opportunities aligned with marketing objectives.

Product Development and Innovation:

- **Market Insights for Innovation:** Provide the product development team with feedback from customers and market trends to inform innovation and NPD (New Product Development) pipelines.
- **Sales Forecasting for New Products:** Contribute to forecasting and planning for new product launches, ensuring readiness of sales channels and customer communications.
- **Launch Execution:** Support the successful rollout of new products by aligning the sales team and ensuring strong go-to-market execution.
- **Performance Monitoring:** Track post-launch performance of new products and provide feedback for improvement or repositioning.

Health, Safety, Environment and Quality (HSEQ) Responsibilities

- Ensure a safe working environment by implementing and enforcing safety protocols.
- Stay informed about industry regulations and ensure compliance with all relevant standards.
- Know the company's vision with respect to HSEQ standards, behaviours, and performance.
- Participate in Delmaine's safety-first culture that supports continuous HSEQ improvement.
- Ensure duties of care obligations are met and that your conduct in the workplace occurs in a safe manner.
- Participate in processes regarding risk management compliance and internal controls to ensure operations and HSEQ risks are effectively managed and minimised.
- Participate in training to obtain the appropriate skills and experience to safely and competently perform role.
- Adhere to Delmaine's policies and procedures at all times.



General Responsibilities

- **Strategic Partnerships and Alliances:** Develop and nurture strategic partnerships and alliances with other businesses or organizations that can complement the company's sales and marketing efforts. This may involve identifying potential partners, negotiating agreements, and collaborating on joint marketing initiatives or co-branded campaigns to reach new audiences and drive sales.
- **Budgeting and Resource Allocation:** Develop and manage the sales budget, allocating resources effectively to achieve desired outcomes within budgetary constraints. This includes analyzing ROI (Return on Investment) of marketing campaigns, optimizing spending across various channels, and making informed decisions about resource allocation to maximize impact and efficiency.
- **Market Research and Competitive Analysis:** Conduct market research and competitive analysis to gather insights into customer preferences, market trends, and competitor strategies. This information is crucial for refining sales and marketing strategies, identifying new business opportunities, and differentiating the company's products or services in the marketplace.

Skills, Knowledge, Experience, and Qualifications

Experience:

- Proven experience in leadership sales roles, with a track record of success in driving revenue growth and achieving targets.
- Previous experience in a managerial or leadership role, preferably in sales or marketing, demonstrating the ability to lead and develop a team.
- Experience managing relationships with supermarket retailers, with a solid understanding of supermarket terms, trade spend structures, and variable marketing programs.
- Familiarity with sales software and insights tools such as Dunnhumby and Circana, or similar systems used in customer and category data analysis.

Education and Certification:

- A Bachelor's degree in Sales, Business, Communications, or a related field is preferred, but not required.

Skills:

- Strong communication skills, both verbal and written, with the ability to effectively convey ideas and information to various stakeholders.
- Excellent interpersonal skills, with the ability to build and maintain relationships with clients, team members, and other departments.
- Strategic thinking and problem-solving skills, with the ability to analyze data, identify trends, and develop actionable insights and strategies.
- Proficiency in sales software and tools, such as CRM (Customer Relationship Management) systems, marketing automation platforms, and analytics tools.

Knowledge:

- Deep understanding of sales principles, strategies, and tactics.
- Knowledge of market trends, consumer behavior, and competitive landscape.
- Familiarity with various marketing channels and techniques, including digital marketing, social media, content marketing, and traditional advertising.



Qualities:

- **Leadership:** Strong leadership qualities with the ability to inspire and motivate team members to achieve goals and exceed expectations.
 - **Adaptability:** Flexibility and adaptability to navigate changing market conditions, customer preferences, and business priorities.
 - **Results-oriented:** A results-driven mindset with a focus on achieving measurable outcomes and delivering ROI on sales initiatives.
 - **Creativity:** Creativity and innovation to develop unique and effective sales campaigns that resonate with target audiences and differentiate the company from competitors.
 - **Integrity:** High ethical standards and integrity, with a commitment to honesty, transparency, and ethical business practices in all interactions.
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I acknowledge that I have read, understood, and accept the contents of this job description as set out above.

Name: _____

Signature: _____

Date: _____