AUGMENTO®
Your growth partner

# PROPOSED POSITION DESCRIPTION

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| **Position** | Area Sales and Merchandising Manager |
| **Reports to** | Sales and Marketing Director |
| **Business Unit** | Sales and Marketing |
| **Location** | Auckland Head Office, with some national travel |

*This position description sets out a proposed role. All roles referred to in it are proposed roles, and nothing in this document is confirmed. It is issued for consultation and may change as a result of the feedback we receive.*

## WHY ARE YOU HERE

At Augmento, we are a proudly 100% New Zealand-owned company, representing leading global and local brands in the New Zealand market. We are focused on delivering strong, sustainable growth for our brand partners and customers.

As the Area Sales and Merchandising Manager, you will run what happens in our customers' stores. You will carry your own territory across Auckland north, west and central, and Northland, lead the Territory Manager who covers the rest of the country, and own our relationship with the third-party merchandising company that services the stores on a week-to-week basis.

Around half your working year is spent in store. Two days a week are your own calls in your own territory, and one day a week is in the field alongside the Territory Manager.

The people part comes first. Your Territory Manager works alone, out of the car, across the country, and they know their stores better than anyone. What they need is a manager who gets out there with them, backs them up with a customer, and picks up the phone when something goes wrong.

The merchandising partnership is the other half. You will set the service standards, agree the deployment, brief what we want done in store, attend the monthly cycle meetings with our merchandising partner and run the quarterly and six-monthly reviews.

We are also putting in a CRM. You will be part of implementing it, bringing the field view to how it is set up, and then responsible for making sure it is used and that what comes out of it is useful.

This is a pivotal role within the Sales & Marketing team. It is how we hold one standard of execution across every store we service, and how the business sees what is happening at shelf.

## BRINGING YOUR ROLE TO LIFE

| Accountabilities | Description | Measurements / Outcomes Expected |
|---|---|---|
| **Leading the Territory Manager** | • Set clear priorities for the Territory Manager and make sure they know what good looks like.<br>• Get out in the field with them regularly – in stores, in the car, coaching as you go.<br>• Hold regular one-to-ones, and be available in between.<br>• Deal with performance issues early and directly, before they settle in. | • Agreed minimum days a month spent in-field alongside the Territory Manager.<br>• Current objectives and a development plan in place, agreed with them.<br>• They can reach you and get a decision. |
| **Your Own Territory** | • Carry the Auckland North, West and Central, and Northland territory as a working call cycle.<br>• Call on your stores to the agreed frequency, with every call given its full time allowance.<br>• Build the relationships at store and branch level that get our product onto the shelf and keep it there. | • Call cycle delivered to plan.<br>• Distribution and compliance targets met across your stores.<br>• Relationships in place at store and branch level. |
| **In-Store Execution** | • Own distribution, planogram compliance, promotional execution and point of sale across every store we service.<br>• Land range changes, resets, new store openings and promotional cycles on time.<br>• Set one standard of execution across both roles and the merchandising provider, and measure against it. | • Promotional execution confirmed in store within a week of each cycle going live.<br>• Distribution and compliance reported by account.<br>• Fewer out-of-stocks and range gaps found at store level. |

| Accountabilities | Description | Measurements / Outcomes Expected |
|---|---|---|
| **The Merchandising Partnership** | • Own the relationship, the contract and the performance of our third-party merchandising provider.<br>• Agree the deployment – which stores, how often, and what is to be done when they get there.<br>• Brief execution priorities ahead of each cycle and check that they have been delivered.<br>• Attend the monthly cycle meetings with our merchandising partner, and hold them to what was agreed.<br>• Run the quarterly and six-monthly service reviews, and raise shortfalls formally when they occur. | • Deployment plan agreed and in place.<br>• Quarterly and Six-monthly reviews held and documented.<br>• Coverage delivered matches coverage charged.<br>• Spend managed within budget. |
| **CRM Implementation & Field Reporting** | • Work with the business on the implementation of our new CRM, representing what the field needs from it – what gets captured, how, and how long it takes.<br>• Get the CRM used consistently across both roles once it is live, and keep the data in it clean.<br>• Turn call and store data into reporting the Business Managers will read and use.<br>• Give the business a reliable view of what is happening in store. | • CRM implemented and live to the agreed timeline.<br>• Adopted in full across both roles within agreed timeframes.<br>• Calls logged consistently.<br>• A field report going to the commercial team on a set cycle. |
| **Working with the Business Managers** | • Take customer plans from both Business Managers and turn them into execution briefs that can be worked to in store.<br>• Push store-level issues and opportunities back to the commercial team. | • Execution briefed and delivered each cycle.<br>• Store problems reach the Business Managers from you, not from the customer. |
| **Budget & Cost** | • Manage the field cost base across both roles – vehicles, travel and merchandising spend – within budget.<br>• Support any tender or contract review for merchandising services.<br>• Find better ways to execute without cutting coverage. | • Field and merchandising costs within budget.<br>• Contract obligations documented and met.<br>• Savings or improvements identified and implemented. |
| **Health & Safety** | • Reporting and recording of incidents, accidents, unsafe actions and unsafe conditions<br>• Participating in hazard identification and investigation as required<br>• If injured, fully comply with Augmento rehabilitation policies | • Adherence to all processes and policies |

| Accountabilities | Description | Measurements / Outcomes Expected |
|---|---|---|
| **Compliance with Policy & Procedures** | • Operate in accordance with Augmento policies and procedures<br>• Ensure compliance with legal, regulatory, and safety requirements | • Full compliance with company and industry standards<br>• No compliance breaches |

## TRAVEL

- This role is based in Auckland. Around half of your working year is spent in store – about two days a week on your own calls and one day a week coaching in the field.
- Your own territory covers Auckland north, west and central, and Northland, worked to a scheduled call cycle.
- Your own territory is worked almost entirely from Auckland, with a small number of overnight trips to Northland.
- Coaching days take you into the Territory Manager's territory, which covers the rest of the country, so expect periodic travel and overnight stays for those.
- A company vehicle is provided.

## YOUR TEAM

| | Direct | Indirect |
|---|---|---|
| **Number of Staff** | 1 | Third-party merchandising team |

## WHAT YOU BRING TO THE TABLE

### TECHNICAL (SKILLS, EXPERIENCE & EDUCATION)

- A field sales or merchandising background in FMCG, hardware, retail or consumer goods in the New Zealand market.
- Experience leading someone who works remotely and largely unsupervised, where you cannot see what they are doing day to day.
- Experience managing an outsourced provider or contractor against a service level.
- A working knowledge of in-store execution → planograms, distribution, promotional compliance and point of sale.
- Experience setting up or reworking territories and call cycles.
- Comfortable with CRM and field reporting tools, and able to get people using one in practice.

- Experience being part of a system implementation or rollout, and representing what the field needs from it, would be an advantage.
- The ability to read store-level data and work out where the problem is.
- Experience managing a budget and a contract.
- Willing to spend around half your working year in store, including regular overnight travel.
- Full, clean New Zealand driver licence.

**BEHAVIOURAL**

- **Collaborative and team-oriented**, building strong relationships across functions and contributing to a positive workplace culture through teamwork, respect, and open communication.
- **Independent, self-motivated, and accountable**, able to manage multiple priorities, meet deadlines, and deliver work to a consistently high standard.
- **Composed and resilient under pressure**, maintaining focus, professionalism, and quality of work.
- **Innovative and forward-thinking**, continuously seeking opportunities to improve processes, efficiency, and business outcomes.
- **Commercially astute and organisationally aware**, understanding how to influence effectively and drive results across teams.
- **Demonstrates integrity, professionalism, and alignment with Augmento's values**, representing the business positively in all interactions.
- **Prioritises effectively**, focusing effort on initiatives that deliver the greatest business impact.
- **Dedicates full effort and commitment** to fulfilling responsibilities and advancing the success of the business, while complying with all company policies and obligations.
- **Undertakes the duties set out in this position description**, together with any other duties reasonably required by the business, and complies with all reasonable and lawful instructions and directions given.

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## WHERE YOU FIT IN

**TBC**