

Position Description

Job Title: **Sales Manager**

Reports to: CEO

Based in: Christchurch, New Zealand

The Company

NZ Coastal Seafoods is a growing New Zealand-based processor, distributor and exporter of premium New Zealand sourced seafood products. With expansion plans in place to meet increasing market demand, the business has recently entered into a share sale deed with an ASX-listed company. NZCE will be well positioned and well-funded to execute on its growth strategy, which is focused on the rapid expansion of its production capacity, product range and distribution channels into new and existing markets.

With strong markets across SE Asia and Australasia, a move to a purpose-built processing plant is planned to provide capacity to supply the fast growing market. The New Zealand product enjoys an excellent reputation due to its consistent supply, competitive pricing and high quality.

Position Objective

The Sales Manager is a newly created role as a member of the Management Team. The appointee is expected to contribute professionally to the strategic direction and management of the company whilst developing existing and new markets locally and internationally.

The Sales Manager will develop a strategy to ensure brand and sales positioning to meet company objectives. They will build and lead a team to effectively implement the sales and marketing plan and to ensure customer expectations are met. They will work closely with the Operations Manager to ensure the seamless supply of product to meet customer expectations.

Scope of the Role

The appointee will be a resourceful, adaptable and motivated individual who is flexible and ready to fit into this growth-focused business. They will be prepared to engage and learn the business quickly. Engaging effectively with key customers across Asia and Australasia will be key. Growing business through existing and new networks will be a key focus.

Reporting to the CEO, the role provides a high level of autonomy and accountability.

Key Areas of Accountability:

Area of Accountability	Expected Results
Sales & Marketing Strategy and Delivery	<ul style="list-style-type: none">Develop and maintain sales and marketing strategies and plans to meet company objectives. Marketing strategies will include social media and other emerging technology to engage with the target market.Build and maintain effective relationships with key internal and external customers and stakeholders.

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Area of Accountability	Expected Results
	<ul style="list-style-type: none"> • Ensure regular communication with key customers and distributors locally and internationally. • Manage sales budgets and ensure established sales targets are met. • Continually monitor and evaluate customer requirements, market conditions and competitor activity and, with the CEO, adjust the direction of the sales and marketing plan if required. • Work with the CEO and Board on new product development. • Build an effective sales and marketing team. Provide staff with customer service training and maintain quality standards. • With the CEO, regularly review the sales and marketing plan to ensure set goals are met. • With the CEO, manage any customer complaints or issues. Ensure prompt and professional response to all queries and enquiries. • Maintain an understanding of the requirements of key Asian markets to ensure product meets expectations. • Maintain an understand of export requirements.
<p>Strategic Management</p>	<ul style="list-style-type: none"> • Work with the CEO and management team to develop a long term strategy. <p>Assist in leading and managing strategic and operational changes, supporting employees to maintain commitment and positivity.</p>
<p>Health & Safety</p>	<ul style="list-style-type: none"> • Ensure accidents and incidents are reported. • Take reasonable care for personal health and safety. • Take reasonable care that your own acts or omissions do not adversely affect the health and safety of others. • Recognise safety hazards and initiates appropriate corrective actions.
<p>Other Duties</p>	<ul style="list-style-type: none"> • Undertakes other duties as reasonably required by the CEO from time to time. • Performs such duties in a timely, accurate manner and in accordance with company policies and procedures. • Maintains professional ethics, knowledge and standards consistent with professional requirements.