



## **JOB OPPORTUNITY**

**DATE:** June 5, 2017  
**POSITION:** Sales Manager  
**LOCATION:** Jacksonville, FL

Responsible for the management of accounts and product sales in the Mass Market channel. Partners with Marketing to plan and implement effective channel and account strategies designed to drive profitable sales by gaining new distribution and strengthening existing distribution. Manages manufacturer reps toward achievement of divisional goals.

### **PRIMARY RESPONSIBILITIES:**

- Applies understanding of corporate objectives, brand and marketing strategies, industry dynamics and internal capabilities to annual planning and ongoing account management.
- Develops and maintains top level relationships with key customers. Reviews, negotiates and optimizes customer program agreements. Partners with customers to determine sales opportunities and design programs to promote sales.
- Reviews market analyses to determine customer needs, volume potential, price schedules, and discount rates. Teams with Marketing on annual account planning, refinement of go-to-market channel strategy, and provision of product feedback and market intelligence.
- Communicates direction, expectations, and updates to Manufacturer Representatives toward managing day to day activities and implementing overall sales strategy. Monitors and manages performance and allocates resources for support.
- Identifies and communicates account specific product, promotion and merchandising opportunities. Provides strategic direction, background, requirements and customer insights toward development of new projects and Creative Briefs.
- Manages set up, execution, and measurement of product management and promotional activities at account level.
- Works with Customer Service, Credit, and Distribution on customer logistical issues as needed.
- Collaborates with marketing partners on maintaining accurate account information and promotional documentation including Customer Snapshot Portfolio, Product Distribution Grid and Calendar of Retail Trade Promotion.
- Establishes annual sales forecasts and adjusts to market conditions.
- Prepares regular reports showing sales performance, sales potential, ROI of promotions, competitive activity, and updates on divisional activities.
- Works with team to develop and deliver meaningful presentations at customer meetings.
- Represents company at customer trade association meetings, industry and customer events.
- Analyzes, controls, and approves expenditures for assigned accounts. Ensures that expenses are in conformance with budgetary requirements.

### **MINIMUM REQUIREMENTS:**

Bachelor degree plus 5 or more years related experience, preferably in a consumer products environment. Strong verbal and written communication skills, with a proven track record of influencing decision making. Excellent organization skills, detail-oriented, and able to work independently. Working knowledge of Microsoft Office Suite.