

Job Description

Position:	Regional Retail Sales Manager – GB & Isle of Man
Department:	Retail Field Sales
Reporting to:	Head Of Retail Sales
Responsible for:	Regional Retail Sales Team (North / South)
Job Function	
<p>To lead and manage the regional RBM & Merchandiser team to deliver the strategic, tactical, and operational goals of the Karndean Retail team in the UK and Isle of Man. The RRSM is accountable for the profitable growth of their region by the management of the team to control the customer portfolio, new accounts, and the support for existing customer estate through</p> <ol style="list-style-type: none"> 1. Delivery of targeted sales while maximising gross margins 2. Tactical activity to support growth in existing and new product ranges through marketing initiatives 3. Control of team costs to support healthy net margins 4. Management of Merchandiser support to deliver growth from focus, development & non-FAR Partners 5. Contribution to the development of the Retail Strategy and direction 	
Main Duties	
<ol style="list-style-type: none"> 1. Management of the regional team to deliver Sales & Gross Margin to targets – accountable for sign off for regional activity to support existing customer base and new accounts, realised through <ol style="list-style-type: none"> a. Demonstrate strategic leadership in driving the direction of the area and its development, ensuring all business plans are underpinned by insight analysis and decision making to align area business planning to regional and national retail goals for a measurable and strong return on investment b. Review and sign off for account tier management & new accounts to strengthen the brand in the area and region c. Ensure regional sales collaboration with appropriate marketing support that is planned & costed Karndean marketing activity, customer entertainment and social events d. Support RBM and merchandiser team to identify and act upon opportunities for improved customer capability to sell higher volumes and to up-sell through ranges e. Training and development of RBM and Merchandiser team to support the Retail strategy and succession planning at a regional level 2. Management of team tactical activity to deliver profitable growth <ol style="list-style-type: none"> a. Facilitation & encouragement for brand prominence in retailer marketing b. Placement of showroom, other appropriate point of sale & display floor within customers to gain store prominence and coverage c. Guide the team in the tactical use of service level reports to gain competitive advantage in estate 3. The proactive communication of the retail strategy to the team and as a channel for key market feedback 4. Costs Management – Accountable for regional cost control ensuring any spend is made with a view on the likely return on investment <ol style="list-style-type: none"> a. Team individual activity and journey planning b. PoS, display floor, merchandising spend 	

- c. Customer entertainment
- d. Other resource allocation such as own, marketing field support and Merchandiser time
- 5. Merchandiser activity management ensuring
 - a. Appropriate time and focus for directly marketed customers in showroom accounts, National, and partner accounts for ongoing Merchandising needs and new showroom installations to ensure high standards for any customer given FAR prominence
 - b. Management of merchandiser to deliver a support plan for an agreed set of targeted indirectly marketed accounts to develop in advance of tier promotion to directly marketed group, aligned to RBM plans

Person Specification

Able to demonstrate ability to manage a field-based sales, marketing and merchandising team to deliver to targets through management of existing accounts or new business development

Comfortable with technology and able to use within day-to-day role to deliver effective management and reporting

Accountable for performance and behaviours of team on self

Able to motivate sales and marketing professionals to deliver to high standards and the company values

Sets standards to deliver beyond the KPI expectations

Self-confident, assertive, and professional while able to solve problems on own initiative

Able to delegate and balance this with scope of role, demonstrating consultative leadership.

Professional and knowledgeable about the industry with a proven track record

Excellent time management skills and able to mentor junior colleagues

As brand ambassador exhibit the brand values in all interactions

Full Clean driving licence

Able to stay away for home when required