

Walker Greenbank

JOB TITLE – Brand Development Manager -Fixed Term Contract 6-9 months

REPORTS TO – Head of Retail Sales – UK & Ireland

LOCATION – Field-based – Scotland

DEPARTMENT– Sales

SCOPE OF JOB – Management of Regional Area

PURPOSE - Reporting to the Head of Sales UK & Ireland your responsibility will be across all the Style Library Brands. The Brand Development Manager is responsible for implementing the Style Library retail sales strategy in the UK, including the growth of existing partnerships, exploration and identification of new partnerships/accounts to maximise sales and profitability. Achieve year on year growth sales targets through a customer centric approach that understands and anticipates customers' needs.

RESPONSIBILITIES

- Develop, execute and drive strategic sales and business plan to achieve and exceed agreed sales targets within set expenditure budgets
- Develop strategic business plan for accounts in conjunction with Heads of Sales UK & Ireland.
- **Develop a clear contact strategy to engage, develop and manage the Scotland freelance designers whilst building an effective and cohesive relationship with the current showroom team.**
- **Proactively manage our route to market for all new ranges within your territory adapting quickly to market changes.**
- Ensure all the Style library brands are fully and appropriately represented in line with brand values.
- Drive and secure new brand opportunities.
- Utilize WG360 to optimize sales opportunities.
- Record, analyse, report and administer using CRM to maintain comprehensive customer records.
- Share and promote the vision and strategy of the business with key buyers/customers and ensure that they understand the DNA of each brand within Style Library.
- Work closely with other Head of Retail Sales – UK & Ireland and peers to optimise sales and representation particularly with NA's.
- Be a clear and regular proactive source of communication between key accounts, the sales force and HOS.
- Keep the business fully informed of competitor activity and general market information.
- Regular analysis of sales information for future business development.
- Formulate, review and implement the most effective journey plan.
- To understand and utilise appropriate social media in line with the Style Library policy.
- Submit comprehensive monthly report.
- Assist at Trade Shows to promote new and existing collections.
- Help with Customer complaints as requested by Customer Services.
- Report on market conditions and competitor activity.
- Maintain Company equipment to a high standard.

MEASURES OF SUCCESS

- Achievement of sales budget year on year.
- Working within agreed expenditure budgets.
- Promotion, distribution and presentation of all the Style Library brands in the most effective and efficient manner and in keeping with the brand identity.
- Appropriate extension of brand distribution in keeping with the relevant brand DNA and wider strategy.
- Customer satisfaction.
- Timely reporting.

Walker Greenbank

CONNECTING WITH OTHERS

- Sales Colleagues – working together to ensure optimum presentation and performance.
- Customers – Relationship management and business development
- Licensing - maximising opportunities to extend brand extension in store
- Customer Service – Review level of service and feedback on performance
- Finance – Analysis and measurement of customers` performance
- Senior Management Colleagues – Sharing and driving performance
- Marketing – Development and implementation of marketing strategies

QUALIFICATION

- Business related Degree or equivalent preferred

EXPERIENCE & SKILLS

- Strong textiles knowledge and experience
- UK/EU Drivers Licenses
- Negotiation skills qualification desirable
- Highly self-motivated individual, good at negotiating and have interpersonal skills with the desire to develop these skills further
- Proven experience selling and promoting new business, as well as developing current contracts
- Solid track record of business development and account management
- Commercially aware
- Strong influencing, financial and negotiating skills
- Proven sales experience
- Strong business sense and industry expertise
- Previous line management experience advantageous
- Demonstrable ability to present, influence and communicate effectively at all levels of the business
- Self-driven, results orientated and a positive outlook
- Enjoy working in a team and closely with a number of internal stakeholders
- Strong analytical and numerical skills. You can build and explain financial models and have strong spreadsheet skills. Comprehensive computer skills including Microsoft Office, Outlook, Word, Excel and PowerPoint
- When required willing to travel regularly in order to engage directly with partners
- Proven track record of achieving targets and driving sales growth in a business.
- Professional sales training would be a strong advantage.

BEHAVIOURS

Strategic, passionate, articulate, collaborative, customer focused, disciplined, independent, team player, ambitious,

Walker Greenbank

Please note the job description is a guide only and within reason will require undertaking other duties over and above those listed in this document.