



POSITION DESCRIPTION

JOB TITLE: Sales Director, Retail

DEPARTMENT: Sales

REPORTING TO: Chief Sales Officer

As our Sales Director, Retail, this role is accountable for sales growth and product distribution within our retail Canadian market. You are a critical driver of the management of all selling and executional activities to achieve customer revenue and profit targets within your territory. This role capitalizes on maintaining relationships with our existing customers, as well as major account opportunities and forms the crucial link between Daiya and the customer with proactive business-building initiatives that have been the cornerstone of our sales success.

Through the development of a collaborative relationship with our customers, this role is the key link between Daiya Foods and customers on all retail business development opportunities and challenges.

DUTIES AND RESPONSIBILITIES

- Partner closely with Chief Sales Officer to develop strategic vision, sales strategies and objectives, financial budgets and forecasts for the Canadian market
- Oversee all aspects of sales forecasting, planning and execution, including closing sales
- Build, develop and maintain positive relationships with accounts and create a sustainable pipeline of retail partners
- Superior utilization of the category management process to secure customer co-operation to mutually beneficial category response plans
- Satisfy customer needs and strives to deliver revenue, share, and contribution growth using knowledge-based solutions
- Proactively identify and implement business-building initiatives that contribute towards the achievement of superior business results for Daiya and the customer.
- Identify and implement new and unique ideas and opportunities that influence the consumer to buy
- Successfully manage trade spending and forecasting within category responsibilities
- Manage and develop new and existing customers – pricing and contract negotiations, coordinate QA docs with internal team members, new item presentation
- Manage, educate, and lead broker and distributor partners in the support and management of the Daiya business with our customers.
- Forecast annual sales based on trends and company objectives
- Translate sales plans into sales activities per customer/account, monitor and adapt sales activities on a regular basis to meet objectives
- Represent Daiya at trade shows and trade association meetings to promote products and seek new business
- Achieve or exceed KPI's each quarter
 - Conduct appropriate training/consultancy
 - Target specific large end-customer accounts or segments to target and acquire within a market area
- Perform other essential responsibilities as deemed necessary

EDUCATION AND EXPERIENCE

- College/University Degree required: preferably in a business-related field
- 15+ years of sales, marketing, and/or business development experience
- Good understanding of food industry supply chain and distribution
- Experience developing relationships and sales with large customers and distributors
- Experience successfully selling a niche or specialty product preferred
- Passion for wholesome, plant-based, natural, or alternative foods preferred

RELATED KNOWLEDGE, SKILLS AND ABILITIES

- Willing to travel 40-60% of the time throughout Canada
- Excellent written and oral communication and interpersonal skills
- Must be a team player and able to work autonomously
- Highly self-motivated
- Strong understanding of Nielsen and movement data is an asset
- Must make most efficient use of company's resources for conducting business
- Strong persuasive writing and oral communication skills
- Understand all elements of a profit and loss statement
- Excellent organizational and time management skills
- Proven track record of sales success
- Ability to grow sales in a fast-paced, dynamic environment
- Strong working knowledge of Microsoft applications including Outlook, Excel, Word, etc.