



## Sales Manager - Fishing

**Reporting to:** Executive Vice President

**Direct reports:** None

**Type:** Full Time

**Responsible for:** Development of Fishing Channel and US Key Accounts

**Location:** Field based, regular attendance at US Head Office

**Travel:** Frequent US travel

### Brand Background:

Gill has grown for over 50 years into an established quality technical apparel brand, serving the Marine community from grass roots to professionals. We design everything by listening to the needs of our customers, and we test everything both in our lab and on the water to make sure our kit delivers. Distributed around the world to 37 countries and more recently through a global Ecommerce platform. Gill enjoys the position of a leading brand within its sector, and has an excellent reputation for quality and customer service.

### Purpose:

As the Fishing line lead, you will be a senior member of the Gill sales team, responsible for looking after the companies most important wholesale customers throughout the US and developing the distribution strategy in the fishing Line. This role involves building extremely strong commercial relationships with a number of wide number of retailers, and further developing the key account process.

### Responsibilities include (but not exclusively):

- Developing the brands US key account business, finding and creating opportunities for growth
- Develop individual plans with the account departments that will improve brand presence and ensure solid sell-through results for the retailer.
- Gain and utilise sell-through data
- Create regular key account communications
- Ability to support and maximise the use of an excellent B2B digital platform
- Improve brand presence in-store and online by way of visual merchandising, POS materials and digital assets.
- Hone an in-depth knowledge of the US retail landscape and be able to report on competitor activity effectively.
- Organise, support and attend various events and exhibitions in support of brand and key account business.
- Input in to product development process to identify new opportunities
- Quality monthly reporting to be utilised at board level
- Delivering on agreed set targets
- Have the ability to manage the companies interests in an Omni-channel environment and supporting the brands overall business objectives.
- Being a strong ambassador for the Gill brand

**Attributes - Essential:**

- Proven track record in a field sales role with experience of managing larger retailers in the consumer goods sector most recently.
- Highly professional approach with a strong ability to communicate at all levels
- Willingness to travel
- Highly proficient in quality client presentations, utilising technology, PowerPoint etc.
- Strong negotiator
- Highly competent IT skills with particular reference to monthly reporting and planning.
- Proficiency in analysing and using financial and historic data to support business decisions
- Proactive, self-motivated and enthusiastic
- Excellent attention to detail and accuracy
- Integrity and professionalism
- Highly organised
- Flexible approach to work
- Personable and articulate
- Target driven and results motivated

**Attributes - Desirable:**

- Experience in Marine, Outdoor or performance sportswear apparel brands
- Knowledge of the watersport and active sports markets.
- Minimum 3 years working at key account level and within similar field of retail
- Already working with the Brands current and target key retailers

**Operating Environment:**

- Minimum 37.5 hours a week
- A mix of office and off-site work with travel required
- Work additional hours as and when required to include some evenings and weekends
- Proactively contribute inter-departmental working, challenging working methods for continuous improvement
- Training on software and other techniques will be provided as required
- Take personal responsibility and accountability.
- Behave with integrity and professionalism at all times

**Measures:**

- Develop key account business to defined targets
- Regular, quality monthly reporting
- Working to fixed deadlines
- Ultimately developing stronger presence for the brand in the key account sector