



EXPORT BUSINESS DEVELOPMENT MANAGER

REPORTS TO: EXPORT DIRECTOR (ED)

General Paints Group is a company with a culture of high performance, where all levels are encouraged to ask questions and provide suggestions to improve and enhance processes.

We value Integrity, Respect, Ambition, Relationships, Challenge and Teamwork.

DESCRIPTION

The Export Business Development Manager is the key communicator in developing the relationship between the company and its customers. This role is expected to support and develop existing stockists, to use their extensive knowledge of both product and market to provide a complete and appropriate service to all existing and new customers, aimed at developing and growing long term sustainable sales. The role will explore new opportunities and relationships in new markets within the UK & EU. There may be a requirement to assist with the US business at a future date.

RESPONSIBILITIES

STRATEGIC

- Achievement of sales targets and strategic objectives
- Maintaining and growing the business with existing UK Stockists base
- Carrying out market research to identify strategic partnerships within the UK & EU
- Identifying new business and recruiting new Stockists and Interior Designers
- Continuously building market and product knowledge to articulate the GPG proposition
- Implementing company strategy with existing and new stockists
- Establish an annual individual Stockist Action Plan with goals, activities and initiatives for each stockist, monitor and review regularly with ED and stockist

CUSTOMER RELATIONSHIP

- Build and manage meaningful business relationships in line with Company Values and Culture with all stockists and Interior designers, exceeding expectations
- Communication to stockists of all sales, marketing and product development activities
- Record every customer communication and visit electronically for improved customer management, market information collection, recording and recall and provide monthly update to ED
- Working closely with Administration team to Manage Stockist credit to achieve A/R targets

MARKET INTELLIGENCE

- Collect market information, gain a comprehensive knowledge of competitor products and activities, reporting market intelligence back to the company
- Attend external exhibitions, sales events and trainings to build deep knowledge of the segment, latest developments, technologies and market information
- Contribute to budgeting, forecasting and Strategic pricing processes
- Identify new product opportunities for GPG

SALES ACTIVITIES

- Provide technical support to Stockists, painters, specifiers and consumers
- Provide on the ground marketing support for events and influencer activities
- Engage with Interior Designer, Architect, Specifier network to grow all company brands with the UK
- Implement strategic initiatives e.g. pricing strategies Provide and review Sales Activity Report on a monthly basis with each stockist
- Follow Complaint Resolution Procedure and as much as possible work with the Stockist to promptly address and conclude complaints at source

- Liaise with ED to develop and implement a Stockist-centered Route call Plan utilising Outlook calendars
- Attendance at all Sales Meetings & formal 6 weekly review with ED
- Liaise with our warehousing/ transport partner on orders and inventory management

BUSINESS DEVELOPMENT

- Carry out market research into business opportunities within the EU
- Build and develop relationship within existing and new markets
- Plan for, oversee, install and monitor all potential and new accounts in accordance with GPG's new account criteria and GPG's overall strategic business plan

EDUCATION

- Participate in and contribute to Stockist Training and Painter workshops programs
- Work with Interior Designer community to promote Colourtrend & Curator brand
- Educate stockist teams to become GPG brand champions
- Provide on location stockist, trade and consumer education and training as needed
- Organise and carryout Instore colour demonstrations

PERSON SPECIFICATION

- You must be a team player
- You must be fully flexible to travel to the UK and if required the US
- A genuine love and strength for working with people and building relationships
- Excellent communication skills across a variety of situations
- A willingness/ interest in learning about the technical side of paint
- Full time role with availability to travel, work weekends and evenings if required
- Full clean driving license
- You are self-directed, motivated, results and target focused
- Driven and ambitious with a can do attitude
- Very high attention to detail
- A growth mindset. Willingness to own problems. A desire to make things better.

SKILLS AND EXPERIENCE

ESSENTIAL

- Minimum of 5 years' experience within the Sales/ Account Management environment, preferably in home interiors
- Excellent written, verbal and presentation skills, coupled with strong organisational, planning and interpersonal skills
- Full clean driving license and flexibility to travel
- Proven track record of driving performance in a sales focused role

DESIRABLE

- Under Graduate degree ideally in business, retail, economics, marketing or communications is preferable
- Very strong IT skills
- Proven ability to prepare and deliver brand led presentations
- Experience in product training/ education

LOCATION AND TRAVEL EXPECTATIONS

This full time position will be based in GPG Head Office in Celbridge. It is expected that there will be monthly trips to the UK and EU, and to the US if and when required.

Please send full details to Caitriona Costello, Human Resource Director, General Paints, Maynooth Road, Celbridge, Co Kildare or email your CV to: caitriona.costello@generalpaints.ie.

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