

Job title	<i>Director of Sales</i>
Reports to	<i>VP of Sales & Marketing</i>

The Director of Sales leads the executive relationship with a portfolio of regionally specific customers. Partner directly with the retailers and lead a team of key account managers to identify strategic, mutually beneficial short-term and long-term growth opportunities for the retailers and all routes to market. Deliver net revenue, gross profit and volume objectives.

Director of Sales Essential Job Functions

- Leads strategic, executive relationship building with a portfolio of nationally specific customers within the large store channel. Responsible for growth within existing customer base as well as responsible for acquiring new business.
- Leads annual plan achievement through leading a team of key account managers with direct customer responsibility.
- Responsible for influencing, creating, coordinating, and communicating pricing architecture, price package plans, package and program architecture and promotional activity.
- Coaches team to build strategies with the retailers that are aligned with warehouse sales, brand and commercial strategies.
- Leads sales team associates with a cross-functional/general management lens – coaching and bringing knowledge to key decisions from all capability areas within Hudsonville to build a world-class retail sales team. Steward’s world-class sales capability building within the customer team.
- Work closely with Finance to monitor team performance vs. business plan and develop contingency plans or modify plans, as appropriate.
- Coordinate category management strategy and execution and monitor progress of programs.
- Represent the company with external industry groups.
- Provide day-to-day oversight for team resources. Participate in talent acquisition activities for the Sales division.

Director of Sales Job Requirements

- Bachelor’s degree from an accredited college or university.
- 10-15 years sales or related industry experience.
- Broker management experience.
- Knowledge of category management principles and experience applying/managing concepts at retail. Ability to develop and manage an integrated customer business plan.
- Problem solving and analytical skills, time management, business planning, profit management, trade budget management expertise.
- Strong leadership, oral & written communication skills.
- Ability to direct a team, manage priorities and deploy resources.
- Advanced Microsoft office computer applications skills.

- Intermediate skill with consumer research and decision support software tools.

Benefits

- 401K
- Vacation
- Insurance (Health, Dental, Vision)
- Bonus Plan
- Partial Gym Membership

Why Hudsonville?

We take pride in offering benefits that are competitive. Here at Hudsonville we offer a first-class work environment with a real family feel to it. We appreciate our employee’s hard work, dedication, and passion. That is why we provide a comprehensive set of benefits and options designed to fit our employee’s needs. We also value continuous learning and offer many opportunities for off-site training.

<p>Approved by:</p>	<p>_____</p> <p><i>Signature of the person with the authority to approve the job description</i></p>
<p>Date approved:</p>	<p>_____</p> <p><i>Date upon which the job description was approved</i></p>
<p>Reviewed:</p>	<p><i>January 23, 2019</i></p>