



## Role Specification

**Job title:** Sales & Marketing Manager

**Reports to:** Managing Director

### Summary:

You will be responsible for the Retail Sales operation, with overall responsibility for sales, purchasing, profit and stock control. In addition, you will be responsible for advertising and sale of company second-hand plant & equipment.

You will be responsible for maintaining the company website and social media presence, publishing news stories and advertising features as appropriate.

### Main Duties

#### Staff Management & Day to Day Retail Sales Operation

- Line managing the Shop Staff and Materials Co-ordinator providing coaching, support and guidance to help them carry out their duties efficiently and to the best of their ability.
- Ensuring staff have the necessary skills and knowledge to provide appropriate product advice that builds trust and encourages customers to return.
- Ensuring staff answer customer queries and take payment for goods and services in an efficient and professional manner and ensure correct reconciliation of end of day totals.
- Take the lead in employee selection and recruitment, carry out periodic appraisals, competency assessment and take disciplinary action (following company policies and procedures) as necessary.
- Making sure shelves are suitably stocked, products are correctly priced and the retail areas are clean, safe and presentable at all times.
- Provide sickness / holiday cover for shop staff and the Materials Coordinator and therefore be familiar with the daily operation of the shop, including using the Syrinx software, handling account / cash / card payments and gift vouchers, goods receipt and restocking, handling product and invoicing queries.

#### Sales & Marketing

Increase sales and profit levels by:

- Developing a thorough working knowledge of the markets we compete in and building relationships with key customers to increase customer satisfaction and gain further business and turnover.
- Exploring and exploiting opportunities to supply new products and services.

- Taking the lead in creating and running promotional campaigns to increase sales of new and existing products.
- Reviewing and managing selling price levels to ensure products are competitive whilst maximising profitability.
- Keeping up to date with relevant legislation that may affect us or our customers.
- Keeping in touch with competitor's product ranges and pricing, taking action where our offer is uncompetitive or can be replaced by better products / technology.
- Reviewing commercial terms with existing suppliers, pursuing alternative suppliers where necessary to increase our competitiveness without adversely affecting quality.
- Pursuing opportunities to increase sales through on-line activity, mobile sales/deliveries etc

Improve customer awareness of our services and products by:

- Developing and running appropriate marketing and promotional campaigns
- Adding content to the company website and social media platforms

### **Stock Control**

Management of stock (consulting with Technical Services Manager and Engineers where appropriate) to include:

- Setting and monitoring appropriate re-order levels to increase stock turnover without jeopardising availability
- Manage stock rotation, identifying any obsolete stock and disposing of appropriately.
- Ensuring periodic / annual stock checks take place to verify stock holding and valuation
- Minimise stock discrepancies by pursuing opportunities for improvements to systems and procedures where applicable.

### **Other Duties**

- Maintain existing licencing requirements (eg knife sellers, flare storage, licence plating)
- GDPR and IT Compliance
- In conjunction with the Materials Co-ordinator, provide estimates / quotes to customers (internal and external) on a timely basis, ensuring that subsequent orders are delivered in line with the customer's expectations.
- Provide the management team with sales and profit figures on a monthly basis/as required.
- Assist the QHSE Compliance Officer with supplier management as required by the Quality Management System and ISO9001.
- Along with others, create and manage hire contracts.
- Keyholder, with responsibility for security of the shop.
- Carry out assigned tasks and other duties in a safe manner, in accordance with instructions and complying with relevant DH Marine policies and procedures as necessary.

The above list is not exhaustive or exclusive.

Criteria	Essential	Desirable
Skills / Competencies	<ul style="list-style-type: none"> <li>• Excellent numeracy and literacy skills</li> <li>• Excellent working knowledge of MS Excel and Word</li> <li>• Ability to negotiate with suppliers and customers</li> <li>• Strong analytical skills, able to interpret sales figures</li> <li>• Management of staff</li> <li>• Effective communication skills</li> </ul>	<ul style="list-style-type: none"> <li>• Using Electronic Point of Sale (EPOS) terminals / software</li> <li>• Forklift operator</li> </ul>
Knowledge	<ul style="list-style-type: none"> <li>• Commercially aware, with a good understanding of the finance function, including sales &amp; purchase invoicing.</li> <li>• Familiar with the fundamentals of marketing and how to use them</li> <li>• Basic knowledge of marine / mechanical / electrical systems</li> <li>• Basic product knowledge relating to electrical and mechanical engineering consumables and service parts, including lubricants, batteries, filters, chemicals, marine / automotive accessories and marine safety equipment etc</li> </ul>	<ul style="list-style-type: none"> <li>• Good working knowledge of social media</li> <li>• Good working knowledge of boats, plant &amp; equipment, including engines, transmissions, compressors, generators, trailers, marine safety equipment etc</li> <li>• Good product knowledge relating to consumables and service parts, including lubricants, batteries, filters, chemicals, marine and automotive accessories etc</li> <li>• Quality systems (ISO9001)</li> </ul>
Experience Required	<ul style="list-style-type: none"> <li>• 2-3 years in a sales role with responsibility for purchasing, profitability and people management</li> <li>• Creating and running sales campaigns, including marketing and promotion</li> <li>• Preparing quotations</li> <li>• Inventory management</li> </ul>	<ul style="list-style-type: none"> <li>• Exhibition planning</li> <li>• Product presentation</li> <li>• Handling cash / credit card transactions</li> <li>• Merchandising</li> <li>• Plant &amp; equipment hire</li> <li>• Selling service packages</li> </ul>
Special Attributes	<ul style="list-style-type: none"> <li>• Current car driving licence</li> <li>• Physically able to unpack goods and restock shelves, including climbing step ladders to access high level shelving in the stores</li> </ul>	<ul style="list-style-type: none"> <li>• Driving licence with B + E entitlement (trailer)</li> </ul>
Personal Qualities	<ul style="list-style-type: none"> <li>• Customer focused, enthusiastic and driven to increase sales</li> <li>• Able to deal confidently with people in a professional manner</li> <li>• Enjoy working as part of a team</li> <li>• Organised and used to prioritising and managing your own workload.</li> <li>• Proactive and self-reliant, able to use own initiative to solve problems</li> <li>• Flexible 'can-do' attitude, able to respond positively to new challenges and change</li> <li>• Diplomatic, able to maintain confidentiality</li> </ul>	