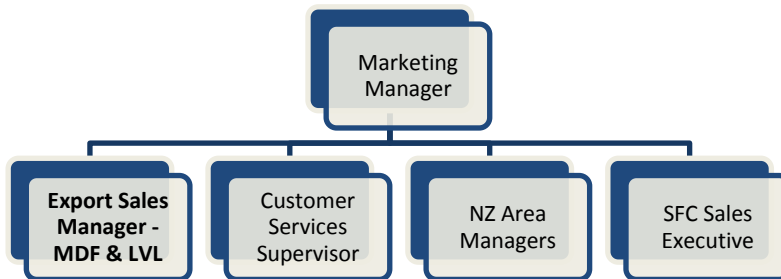


Nelson Pine Industries Ltd

Job Description

Position Title: Export Sales Manager
Reporting To: Marketing Manager
Location: Nelson
Date: October 2015



Role Purpose

The Export Sales Manager is responsible for developing and implementing strategies and policies in order to profitably and successfully market, promote and sell Nelson Pine's MDF and LVL export products to offshore markets (excluding Japan). They will be required to provide a high level of service and relationship management to the current customer base and develop new opportunities in emerging markets with new customers.

Key Responsibilities

Account Management

- Create solid account relationships that maximise annual revenue and account retention
- Prepare an annual account management action client plan that supports Nelson Pine's strategic objectives
- Develop joint business growth strategies with key accounts and strong strategic alliances
- Systematically review account progress and account strategies
- Ability to make decisions and act intuitively and independently to manage issues and maximise commercial opportunities
- Plan and implement an offshore call cycle for clients in existing and emerging markets which is approved by the Marketing Manager and ensures that these travel commitments are met

Marketing

- Identify any problems/barriers in the export markets which may be inhibiting sales growth
- Responsible for liaising with senior production and administrative staff to develop and coordinate the market opportunities for Nelson Pine's products
- Introduce and develop distributor/customer education and training programmes

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	<ul style="list-style-type: none"> • Keep up to date with market developments and make recommendations to enhance market growth for Nelson Pine's products (with the exception of Japan markets)
Sales	<ul style="list-style-type: none"> • Achieve and where possible exceed the sales targets for export markets • Undertake all sales and follow up leads in the export market to profitably grow sales and broaden the customer base • Take responsibility for customer accountability and superior customer service to achieve maximum efficiency and effectiveness of all sales activities • Responsible for building rapport and developing professional working relationships with clients • Ensures solutions are devised in order to meet customer commitments within timeframes and constraints and overcome any difficulties or misunderstandings promptly and positively • Continuously review budget versus actual sales
Pricing	<ul style="list-style-type: none"> • Liaise with the Finance team and Marketing Manager to develop pricing structures for all export product • Responsible for submitting and negotiating Annual Tenders with shipping companies and ensuring timeframes are met
Distribution and Logistics	<ul style="list-style-type: none"> • Develop and recommend efficient distribution systems to Nelson Pine's existing and future customer base • Responsible for coordinating with shipping companies to freight product to export markets and ensures space is booked to meet customer commitments • Liaise with the Production Scheduler – MDF & LVL regarding product specifications and sales demand ensuring a close alignment between sales and processing at all times • Ensure environmental aspects of the role are reviewed in order to minimise adverse impacts
Reporting	<ul style="list-style-type: none"> • Required to report monthly on volumes and revenue and generate 3 monthly rolling sales forecasts • Report monthly against targets set, commenting on variances, problems, opportunities, competitor activity and items of industry interest
Health and Safety	<ul style="list-style-type: none"> • Ensures Nelson Pine's health and safety policies and procedures are complied with at all times • Ensure hazards are reported and recommendations made to eliminate, isolate or minimise exposure to such hazards
General	<ul style="list-style-type: none"> • Responsible for implementing credit control procedures as required

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	<ul style="list-style-type: none"> • May be required to undertake other duties as reasonably requested by the Marketing Manager
Key Relationships	
Internal	<ul style="list-style-type: none"> • Marketing Manager • Technical Manager – MDF • Production Scheduler – MDF & LVL • Processing Supervisor – MDF • Customer Services Supervisor • SFC Sales Representatives • SFC Singapore Employees • NZ Area Managers • Despatch Manager • Export Documents Officers • Finance team
External	<ul style="list-style-type: none"> • Suppliers • Customers
Qualifications and Experience	
<ul style="list-style-type: none"> • 5 – 10 years sales experience 	
Competencies	
<p>Achieving Results – Maintaining high standards of performance for self and others; assuming responsibility and accountability for successfully completing assignments or tasks; taking ownership of standards and excellence</p>	
<p>Communication – Open communication approach. Comfortable with dealing with relationships at all levels. High levels of confidentiality</p>	
<p>Customer Focus – Making customers and their needs a primary focus of own actions; developing and sustaining productive customer relationships</p>	
<p>Decision Making – Identifying and understanding issues, problems and opportunities; using effective approaches for choosing a course of action or developing appropriate solutions; taking action that is consistent with available facts, constraints and possible consequences</p>	
<p>Negotiation – Effectively explores alternatives and positions to reach outcomes that gain the support and acceptance of all parties</p>	
<p>Sales – Creates and implements detailed sales strategies for gaining new business and keeping existing clients</p>	