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| **Position Title:** | **National Sales Manager** |

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| DMP&S Vision & Values |
| ***To be a leading Australian manufacturer and supplier of premium pipe, fittings and rural products for the mining, rural, civil, commercial and infrastructure sectors, also to be a leader in proactive design and manufacturer of innovative products for the viticulture, horticulture, aquaculture and road/civil sectors.******Safety*** * ***No job worth doing that cannot be done safely***
* ***Safety is everyone's responsibility***

***Excellence**** ***Working together to produce best outcomes***

***Integrity**** ***Doing what is right and doing what we say we will do***

***Respect**** ***Embracing openness, trust, teamwork, diversity and relationships that are mutually beneficial***
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| JOB DESCRIPTION |
| * **Abide by company Code of Conduct**
* **Lead and mentor the Sales team.**
* **Implement and manage Sale and Marketing systems; processes; procedures and controls.**
* **Ensure accurate and timely Sales and Marketing reporting**
* **Management of DMP&S Client relationships**
* **Manage and plan for the company’s strategic revenue growth aspirations**
* **Management of Key Account relationships including Mining, Industrial & Civil**
* **Ensure compliance with Australian Competition & Consumer Commission (ACCC)**
 |
|  Relationships |
| **Reporting to:** Chief Executive Officer or Delegate**Direct Reports:** Customer Service Centre Team Leader & Customer Service Managers**Other relationships:** All Executive Staff & Teams |

| **ACCOUNTABILITIES** | **EXPECTED OUTCOMES** |
| --- | --- |
| **MANAGEMENT & LEADERSHIP** * Lead sales with a National overview for DM Plastics & Steel through the strategic delivery of the complete range of products.
* Establish sales objectives by developing annual sales budgets by products and region.
* Drive the brand positioning of DM Plastics & Steel, understanding market segments and influencing growth across new and existing clients and markets.
* Lead and develop a high-performance team to deliver and sell products in identified markets, delivering sales to meet and/or exceed budget.
* Facilitate team meetings to promote a high-performance culture.
* Set annual Targets for the sales team, measuring monthly.
* Implement a process to track competitor behavior and pricing trends.
* Conduct Performance reviews for the sales team.
* Develop a formal Succession Plan across the sales functions.
* Develop strategies to increase coverage for rural products.
* Be personally responsible for the Mining, Industrial & Civil portfolio.
* Drive the sales of fittings delivering growth year on year.
* Leading the ONE TEAM ethos within the sales team.
 | * Track and document competitor capability.
* Plan to identify potential staff for progression.
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| **LIASION*** Ensure relationships are maintained and enhanced with All client’s key personnel.
* Ensure the company is represented at trade meetings/shows and field days to promote DMP&S products as strategically appropriate.
* Build on existing relationships with distributor and resellers groups.
* Liaise with Authorities/Engineers/ Mining Principals regarding product approvals.
 | * To be value creating events.
* Not limited to existing wholesalers/resellers.
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| **BRAND & MARKETING*** Maintain branding guidelines.
* Oversee Media platforms – Website, Linkedin etc .
* Merchandising.
* Advertising.
* Brochures & Catalogues - Separate product specific catalogues.
* Lead the company’s representation at trade association meetings, field visits and trade shows to promote relevant products.
 | * All branding to be within DMP&S guidelines.
* Standardise range of merchandise products.
* Ensure media content is accurate and up to date.
* Brochure & catalogues to be updated to reflect most recent product offering.
* All promotional and advertising to be of strategic value or have a proven ROI.
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| **REPORTING*** Preparation of weekly, fortnightly, monthly reports.
* Preparation of annual budgets.
* Ensure sales forecast by area are current.
* All client tracking, trends, follow up etc to be recorded in Pronto by all sales staff.
 | * Timely close off of month-end accounts.
* Timely reporting of key sales information to Chief Operating Officer.
* Generate timely and accurate reporting for sales & marketing.
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| **PROCESS & CONTROLS*** Actively determine sales opportunities through defined market segment reviews.
* Continually rethink, reposition and revive existing client relationships.
* Maintain a pipeline of opportunities to ensure continuity of forward sales.
* Manage the tender and bid process, providing support and leadership to ensure a high rate of success and the delivery of high standard of presentations and submissions.
* Strategically drive marketing, advertising, branding and sponsorship events, delivering a return on investment.
* Have a high level of understanding on market segments and enhance growth opportunities across new and existing clients.
* Oversee Work in Progress (WIP) to a minimum of 2.5 times monthly budget.
* Liaison with the Chief Operating Officer or Delegate on information requirements to enable effective decision making.
* Track Customer retention & purchasing patterns.
* Maintain Marketing Action Plans.
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| **KEY PERFORMANCE INDICTORS*** Establish KPI’s to measure key areas in addition to set objectives.
* Pricing errors
* Invoiced & Day Sales revenue
* Margin to budget
* Forecast accuracy
* Budget variance
* Market share %
 | * Bench mark on LYTD and reset to drive continuous improvement.
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| **COMPLIANCE*** Ensure strict compliance with Australian Customer & Consumer Commission (ACCC) Act by all sales staff.
* Ensure the sales team are familiar with their obligations under the Act.
* Ensure strict adherence to Pricing discount authority limits.
* Ensure all sales staff comply with Company policies, procedures & directives.
 | * Compliance with all statutory requirements.
* Limits as set out in the Delegation of Authority.
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| **OTHER*** Maintain effective pricing controls.
* Identify and implement opportunities to increase base sales and profitability.
* Champion systems, procedures, controls and training of staff to maximise CRM modules in Pronto.
* Keep up to date on competitor behavior.
* Implement national and export strategies.
* Drive the SA based Mining, Industrial & Civil (MIC) strategy.
* Grow market share across heritage products.
* Define appropriate channels to market for established and new products.
* Manage pricing to win business.
* Continually identify business potential across agribusiness, viticulture and steel.
* Network and build relationships targeting identify key buyers and decision makers.
* Establish and maintain sales pipeline
 | * Achieve company profitability expectations.
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|  MINIMUm REQUIREMENTS |
| Experience:* + - Relevant tertiary qualification/s an advantage but not essential
		- Performed at a senior sales level with a strong relative industry background
		- Minimum of 5 years senior sales experience

Competencies:* + - Demonstrated ability to develop and drive sales process improvement initiatives
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**KEY PERFORMANCE INDICATORS**

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| **No** | **Item** | **Outcome** | **Achieved?** |
| 1 | **Accurate & timely sales & marketing reporting*** Timely month end close off.
* Timely, accurate & relevant Reporting Papers which address and report on key sales business plan objectives.
* Preparation of annual budget to meet strategic business plan objectives.
* Liaise closely with Executive to measure performance to business plan.
* Key metrics reported by exception.
 | * EOM report to FC and MD 7 days after month end.
* Annual Budget set with FC.
* 12 month rolling forecast after first quarter.
* LYTD & Month budget comparisons.
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| 2 | **Add value to DMP&S by:*** Increase sales team operational understanding of the business.
* Working closely with Executive team to identify improvement opportunities.
* Attending operations & finance meetings.
* Developing and implementing systems, processes and procedures that add value to the business.
* Working closely with the Managing Director or Delegate and sales team to achieve Business Strategic Plan Objectives.
* Drive a winning culture and cohesion between sales, operations and finance/admin team.
 | * One Team approach.
* Accurate reporting and forecasting of key strategic plan objectives.
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| 3 | **Focus on key sales improvement objectives to improve Returns, including:*** Focus on client value contribution.
* Working closely with the Managing Director or Delegate and operations manager to develop a profitable fabrication division.
* Identify sales improvement and profitability improvement opportunities.
* Set pricing authority limits.
* Finalise client credits.
* Meet sales financial objectives.
 | * Improve profitability of business.
* Guidelines within the DMP&S Delegation of Authority limits.
* Investigate and finalise Credit within 3 working days.
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| 4 | **Development of sales team:*** Management of client relationships.
* Accurate and timely monthly sales reporting with accurate key metric analysis.
* Develop governance and internal control framework of sales function.
* Train and develop team to achieve key sales objectives.
* Ensure all sales information entered in Pronto CRM.
* Drive the sales guiding principles.
 | * Client costing finalised.
* Accurate and timely monthly reporting.
* Functional sales team with strong internal controls and governance.
* Strengthening of internal control environment.
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| **ACCEPTANCE** |

Please indicate that you have read and understand the position description and accept and acknowledge your specific occupational health and safety obligations, by signing below.

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| **Signature:** |  | **Signature:** |
| **Manager** |  | **Employee** |
| **Name;** |  | **Name:** |
| **Title:** |  | **Title:** |
| **Date:** |  | **Date:** |