



## LA ROSE NOIRE SALES MANAGER

Munster & Connaught Region

### JOB DESCRIPTION

#### **Position Summary:**

Sales manager to plan, develop, and direct the marketing efforts for the La Rose Noire brand and products, exclusively.

#### **Job Scope:**

The Sales Manager will perform a variety of tasks requiring an extroverted self-motivated personality, with the ultimate goal of providing a high level of service to both the sales force and customers.

The ability to work without daily supervision in a fast pace environment, where time management, prioritising and organisational skills are a must.

The ideal candidate will be able to work under pressure and report directly to the LRN Management Team.

#### **Key Responsibilities:**

- Responsible for developing plans and executing presentations and which support the short and long-term marketing strategy.
- Collaborates and educates the sales team to ensure the brand remains relevant to customers and that they are then qualified to further demonstrate the lines of product independently.
- Analyse and track consumer trends and information to help identify product categories to introduce as future sources of growth enhancing the brand's equity and marketplace performance.
- Execute new product launches and report on success rates.
- Create and execute the brand strategies and marketing plans for the brand, including managing both the existing product portfolio and new product launches.
- Develop launching plans to introduce new products to existing customers.
- Be the most knowledgeable resource in the company as it relates to the brand and champion the brand throughout the organisation, with partners and customers.
- Provide LRN and Management daily reporting of project statuses and updates

#### **Specific Job Skills:**

- Ability to effectively communicate in both written and spoken forms
- Requires good communication skills. Must treat each customer with courtesy and respect at all times.
- Ability to demonstrate products properly within time limit given and, at times, unreasonable working areas provided by customers