

# DIRECT WINES

<b>Position Title</b>	International Sales Executive – BD69
<b>Reports To</b>	Commercial Manager – BD69
Overall Job Purpose	<p>To manage and develop existing accounts by forming long-term trading relationships that deliver incremental volumes. To undertake market insight and research to aid in market agents to place BD69 brands. To support in market agents with onboarding of new business and to aid in building business plans. To work closely with our operational team and international supply base to ensure a great service to our clients.</p>
<b>Key Responsibilities</b>	<ul style="list-style-type: none"> <li>• Deliver a clear, progressive sales plan to grow sales sustainably with existing clients over the next 12 months, and build a longer-term plan to exponentially grow customers and sales thereafter.</li> <li>• Build effective forecasting models, volume tracking &amp; forward planning, contribution, delivery and overall sales strategy.</li> <li>• Work closely with the operations teams to ensure accurate information is provided to the relevant warehouse for despatch of goods.</li> <li>• Provide volume forecast information to the production sites to ensure line continuity for customers.</li> <li>• Review sales, contribution and sustainability of established trade customers ensuring we are delivering the best growth opportunity in volume and margin.</li> <li>• Work alongside the marketing resource develop a useable channel strategy using both gap analysis and insights management to maximise sales opportunity in each target market.</li> <li>• Work alongside the marketing resource build effective sales incentive plans &amp; relevant sales collateral. Once created see through to implementation with customers.</li> <li>• Work with our clients in market where required to support sales and brand awareness.</li> <li>• To attend major trade shows as a BD69 representative showcasing our products with a view to support onboarding of new business.</li> </ul>

<b>Skills and Experience:</b>	<ul style="list-style-type: none"> <li>• Excellent communication skills in English (essential)</li> <li>• Ability and willingness to travel to Europe and further afield as required (essential)</li> <li>• Outstanding organisational skills and ability to manage time and meet deadlines (essential)</li> <li>• Proficient in Microsoft Office (desirable) and Excel (essential)</li> <li>• Proficient in Adobe Creative Suite (desirable)</li> <li>• Holds a driving licence (desired)</li> </ul>
<b>Personal Qualities:</b>	<ul style="list-style-type: none"> <li>• Excellent communication skills in English (essential)</li> <li>• Ability and willingness to travel to Europe and further afield as required (essential)</li> <li>• Outstanding organisational skills and ability to manage time and meet deadlines (essential)</li> <li>• Proficient in Microsoft Office (desirable) and Excel (essential)</li> <li>• Proficient in Adobe Creative Suite (desirable)</li> <li>• Holds a driving licence (desired)</li> </ul>
<b>Reviewed</b>	24/12/2021