



L.H. Hayward and Company

JOB POSTING

Regional Sales Manager- Retail Grocery Channel

The Regional Sales Manager- Retail Grocery Channel will manage all selling activities of Camellia Brands with Direct & In-Direct customers through Retail Grocery Brokers within the assigned geography to achieve company goals on volume and profit within budgeted trade spend parameters.

ESSENTIAL DUTIES

- Develop approved trade promotion plans jointly with food brokers to ensure volume and profitability goals are achieved.
- Manage broker organizations to achieve annual goals, by setting clear and concise expectations and communicate these goals broadly across sphere of influence.
- Develop necessary analysis and presentations delivering these to the assigned customer to grow overall sales of Camellia Brands.
- Execute new item introductions utilizing all sales materials and tools available to meet or exceed company distribution goals.
- Identify new business opportunities through prospecting and networking. Engage Retail Grocery Channel at all levels including Distributors, Cooperatives, Buying Groups, and Key Retailers such as HEB, Kroger, Walmart, Winn-Dixie, Rouse's, Costco, Sam's Club, Food Lion, and Publix to name a few.
- Complete post-promotional analysis to maximize returns for both the customer and Camellia Brands for use in future promotional offerings.
- Work jointly with Food Brokers in forecasting volume for distributors
- Ensure accurate deployment across the Camellia Brands Supply Chain through monitoring and sharing of information.
- Work with Director of Sales and marketing team to maximize trade spending with post-promotional analysis.
- Deliver excellence in Trade Spend spending using internal processes minimizing pricing and promotional discrepancies.
- Work with Director of Sales to establish and coordinate monthly objectives for the retail broker(s).



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Other Duties

- Ensure effective and efficient time and expense management when traveling for the company.
- Maintain the highest ethical and professional standards regarding business dealings with internal and external customers.
- Keeping a low number of open deductions and low deduction balance for the required area.

EDUCATION/EXPERIENCE/SKILLS REQUIRED

- Minimum 4-year college degree in marketing, or business preferred, but equivalent experience in industry will be considered
- Minimum of 2-years in broker management responsibility
- Computer literate; able to produce Excel spreadsheets, Word documents, and PowerPoint presentations
- Prior use of syndicated data (Nielsen or IRI), Retail Link, Kehe Connect to manage assigned geography and accounts
- Fundamental and workable knowledge of the company's CRM System, Salesforce.com, relating to new customer and/or item sell-in, customer communication and team support
- High degree of learning proficiency to manage
- The ability to effectively communicate negotiate and sell to external customers while managing the process with internal customers.
- Able to travel at least 50% of the time for business.

Please submit resumes with cover letter to careers@lhco.com.

For additional information about L.H. Hayward & Company and Camellia Brands, please visit www.camelliabrand.com.