

AAA GROWERS LTD	DOCUMENT TITLE: <i>Employment Record – Job Description</i>		REVISION No: 3	ISSUE DATE: <i>December 2017</i>
	DEVELOPED BY: <i>HR Department DB</i>	AUTHORIZED BY: <i>Finance Department FS</i>	PAGE: <i>Page 1 of 1</i>	REF. NR: <i>E-05/HO Roses Commercial Manager</i>

Level of Employment:	HO10
Position of Employment:	ROSES COMMERCIAL MANAGER
Reporting to:	ROSES GENERAL MANAGER
Employees Name:	
Date of Commencement:	
Department:	SALES
Location of employment:	HEAD OFFICE

Position summary:

The role of Roses Commercial Manager is a key function within the organisation with overarching responsibility for sales and marketing as well as ensuring the smooth functioning of the business at farm management level, including cost analysis, predictions and finance. Product development oversight, new market opportunity identification, customer satisfaction and marketing operations management also fall within this role.

Key responsibilities:

1. Sales

- Operate as the lead point of contact for all customer portfolio matters
- Build and maintain strong, long-term customer relationships in order to best anticipate customer requirements with a view to sales trends and developing strategies to enhance sales.
- Ensure the timely and successful delivery of product based on customer needs and objectives
- Develop new business with existing clients and/or identify areas of improvement to exceed sales quotas
- Coordinate Key Events for both sales and client forecasting

2. Product development

- Conduct competitor reviews to analyze market trends and competition with a view to strategic positioning of prices and product placement
- Expand upon existing developments from technical trials with a view to commercializing them into sales.
- Review trials being undertaken for developments, opportunities and sales follow-up
- Conduct follow up and liaison for the company's products and initiatives

3. Marketing

- Research Trade Fairs and Exhibitions for new opportunities globally
- Set up and lead attendance at local and international events
- Advise on local and international factors affecting the buying and selling of roses
- Determine and manage the marketing budget and deliver marketing activity within agreed budget

4. Financial

- Negotiate client contracts and close agreements to maximize profit
- Conduct and manage the due diligence process focussing on financials and business volumes
- Develop strategic pricing policies in order to develop financial and resource budgets

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- Clearly communicate the progress of monthly/quarterly initiatives to internal and external stakeholders
- Prepare reports on account status for weekly sales meeting
- Forecast and track key account metrics (e.g. Quarterly sales results and annual forecasts)

5. Team management

- Lead and train sales team members
- Drive and motivate team performance

Manage any other tasks deemed necessary or recommended by the General Manager – Roses.

Key competencies

- In-depth knowledge of the floriculture industry / professional flower market, specifically roses
- Proven commercial and sales experience within the industry, delivering client-focused solutions based on customer needs
- Demonstrable ability to communicate, present and influence effectively across all levels within the organization
- Client, quality and results oriented
- Team leadership
- Proven ability to effectively manage multiple projects concurrently
- Excellent listening, negotiation and presentation skills
- Able to travel extensively both locally and internationally
- Fluent in spoken and written English
- Educated to degree level in Business Administration, Sales or relevant field

Employees Name:		ID Number:	
Date of Commencement:		Site:	
Signature:		Date:	