

Position Description
Westland Milk Products
Sales and Marketing Department
Consumer Sales Manager

SECTION A

Position: Consumer Sales Manager
Name:
Reporting to: GM Sales & Marketing
Location: Rolleston
Date: May 2017

SECTION B

Position Purpose

The principle function of the Consumer Sales Manager is to identify, develop and grow a successful and profitable consumer branded business for Westland, focused on domestic and selected international markets, leveraging both Westland's consumer brands as well as those of third parties.

To carry out all expectations outlined within the Global Responsibilities Appendix (HRPM F02.A).

Functional Relationships

Internal

- SMT
- GM Sales & Marketing
- Wider sales & marketing team members in New Zealand and China
- S&OP and Procurement teams
- Logistics and Warehouse teams
- Quality and NPD team
- Finance team
- Operations
- EasiYo

External

- Customers
- Industry contacts and stakeholders

Limitations on Authority

As defined in the Delegation of Authority Matrix

Financial: TBD
Staff: 0

SECTION C

Key Tasks and Responsibilities

1. The Consumer Sales Manager will be responsible for managing Westland's existing consumer branded butter business in New Zealand.

Expected Results:

- a) Establish a strong and effective relationship with the category managers at Foodstuffs and Progressives chains to ensure the Westgold retail butter strategy is implemented consistently and successfully, maximising the value generated from consumer goods for Westland.
- b) Manage the rolling promotional-price programme with all category managers, including scan-backs, warehouse withdrawals and any other promotional discount mechanics.
- c) Work through the agreed S&OP process to manage the Westgold NZ sales forecast.
- d) Hold regular, scheduled reviews with all supermarket category managers, ensuring Westgold is front of mind as a relevant category player and the strategy is understood by all retailers.
- e) Set quarterly pricing in consultation with the GM Sales & Marketing.
- f) Manage the relationship between Westland and the third-party sales agency responsible for delivering quality execution at the individual retail outlet level.
- g) Work closely with the Westgold Brand Manager, to plan for and bring to life all major trade-marketing initiatives/promotions across all supermarket banners.

2. The Consumer Sales Manager will be responsible for the development of new retail product offerings under the Westgold brand for the New Zealand market.

Expected Results:

- a) Develop new retail product concepts that fit with the wider Westgold brand proposition and manage these concepts through the Westland NPD process.
- b) Work with the Westgold Brand Manager to plan and prepare for the successful delivery of all new product launches.
- c) Work with the Sales Agency Management Team to plan and prepare for the successful delivery of all new product launches and achievement of all set KPIs.

The Consumer Sales Manager will be responsible for managing sales of Westgold consumer products in selected international markets.

Expected Results:

- a) Establish relationships with all existing Westgold partners in international markets to ensure the Westgold brand is implemented consistently and successfully.
- b) Identify any potential new markets for Westgold consumer product offerings. Within those markets, identify potential partners/distributors that Westland could successfully build a consumer business with and develop business cases to support the recommendation.

- c) Work through the agreed S&OP process to manage the Westgold global sales forecast, so available volumes are aligned to the mutually agreed volumes with all partners.
- d) Set pricing for agreed delivery periods with all customers in consultation with the GM Sales and Marketing.
- e) Work closely with the Westgold Brand Manager, to plan for all trade-marketing initiatives/promotions across all regions as required.

The Consumer Sales Manager will identify, develop and maintain consumer branded business in selected international markets under third party brands

Expected Results:

- a) Identify and execute commercially viable third party branded opportunities, notably in consumer butter and UHT milk and creams.
- b) Ensure all third party arrangements are built on robust business cases, working with Finance and Legal to confirm profitability and manage all commercial and regulatory risk.
- c) Work with Marketing to assess any risk to the Westgold brand from specific third party opportunities.
- d) Work through the agreed S&OP process to manage third party sales forecast, so available volumes are aligned to the mutually agreed volumes.
- e) Once commercial, develop relationships with successful third party branded companies to assess opportunities to broaden the product range as appropriate.

The Consumer Sales Manager will make a positive contribution to Westland Milk Products by promoting the Company values through active participation and effective team work

Expected Results:

- a) A leadership role in the development of a positive and healthy corporate culture, promoting team spirit and corporate vision.
- b) Contribution to workplace health and safety.

The Consumer Sales Manager is responsible for performing other duties as may be required by the General Manager of Sales & Marketing.

Expected Results:

- a) Other duties are performed as requested by the General Manager of Sales & Marketing to agreed timeframes and to agreed standards.

SECTION D

Person Specification

The personal characteristics required in of the Key Account Manager are:

Skills

- Significant experience in FMCG sales
- A strong knowledge of the New Zealand retail market
- Track record of achievement in market development
- Track record of achievement in account management
- A high standard of personal presentation and communication skills
- A natural team player
- Ability to be resourceful and adaptable
- Ability to work independently
- Ability to network easily

Qualifications and Experience

- Technical knowledge of milk based products and their applications is preferred
- Track record of success in FMCG sales and marketing, ideally with some international experience
- Experience in new product development and taking a new opportunity from concept to commercialization
- Possess an exceptional track record in building strong relationships both with customers and internal stakeholders

Employee

Date

For the Employer

Date

APPENDIX TO POSITION DESCRIPTION

GLOBAL RESPONSIBILITIES:

- To have a commitment to the Company Wide Quality Policy based on compliance with FSSC 22000 Standards, ensuring the production of quality products and services and to ongoing improvement of the Quality System.
- To be aware of and comply with the Environmental Management System (EMS) based on EMS 14001 Environmental Standard.
- Health and safety is the responsibility of all staff. All employees have an obligation to themselves, their workmates and to the company to work safely and responsibly and adhere to the Company health and safety policy and procedures.
- Every employee involved in the production, manufacture, storage, transport or export of dairy produce/product operates in accordance in the Company Risk Management Programme (RMP)

All employees are required to adhere to the requirements listed below:

FSSC 22000:

- To comply with documented food safety management system procedures and policies.
- To report non-conformances in a timely manner to Manager/Supervisor.
- To comply with requirements of internal and external audits.
- To raise non conformance reports and deal with these according to procedures as appropriate to position.
- To ensure corrective action is taken and is effective.
- To ensure staff under your supervision undergo induction training and quality system training.

EMS 14001:

- To comply with documented EMS procedures and policies.
- To be aware of any environmental impacts that may occur from work activities.
- To notify manager/supervisor of any potential or actual environmental incident/ aspect/complaint or non conformance.
- To be familiar with procedures to deal with environmental incidents and emergencies.
- To ensure all staff under your supervision are kept up to date and aware of their environmental responsibilities.
- To develop environmental objectives and targets based on the aspect/impact register and level of significance. Develop and implement programmes to achieve these. Review annually prior to the environmental management review.
- Initiate, develop and document actions and procedures to prevent, mitigate and remedy any environmental incident, aspect, complaint or non conformance.

HEALTH AND SAFETY:

- To adhere to all Company health and safety plans, policies and procedures including using protective equipment supplied.
- To identify existing or potential hazardous conditions and recommend appropriate corrective actions.
- To report all accidents and near miss events.
- To be familiar with emergency procedures.
- To ensure safe working conditions, develop safe working practices and provide protective clothing and equipment where necessary.
- To implement the removal of hazards where practicable and provide training in this area.
- To investigate accidents and near miss events.
- To ensure staff are trained and kept up to date with any new OSH policy changes.
- To ensure visitors and contractors operate under the Company health and safety policy and procedures.

RISK MANAGEMENT PROGRAMME:

- To read and comply with the RMP.
- To comply with the Environmental Control Programmes.
- To ensure product is protected from contamination at all times.
- To ensure staff are trained in the RMP and kept up to date with any changes.
- To ensure all requirements on the RMP are met.
- To ensure incoming packaging materials and product ingredients are in good condition and do not pose a product safety risk.
- To ensure visitors and contractors comply with hygiene and environmental controls.

I, _____ acknowledge my responsibilities as outlined in this appendix.

Employee's Signature

Date

Manager's Signature

Date

DRAFT