

# DALEFOOT COMPOSTS

## Role Profile: Sales & Marketing Manager

### Background:

Our quality composts are made using natural materials that are not only renewable but also provide benefits to the landscape and local farmers. Our range of environmental composts provides customers with strongly sustainable choices and real alternatives to peat. We believe there are no other growing mediums like them in the country.

We are proud that our premium products are recognized within the industry. The composts win many awards including the most recent RHS Chelsea Garden Product of the year, and the Gardeners' World 2014 "potting up and growing on" compost trial - beating seven other leading peat-free and loam-based composts.

In 2020, peat composts will be banned for domestic use. In anticipation of this, we aim to capitalise on our current levels of success, and ensure we are the product leader in the UK. Our sales are already up significantly, but we want to develop and penetrate alternative routes to market, including business to business opportunities. In short, we are ambitious and determined to see our business grow in a strong and sustainable way for the long-term.

We are looking for a Sales & Marketing person to join our team to drive this growth forward. This is a new role for us, as previously growth has been generated from within our existing operations and production team. We want you to work with us to further develop the strategy and plan for our growth, then take responsibility for making this happen. This is a very involved and hands-on role involving thinking, planning and action. We believe we will have success through building our brand, engaging in marketing activities, and through building lasting relationships.

It is likely you will have worked in a sales, business development and/or marketing role already.

- Perhaps you have relevant experience and are also a gardener and want to work in an industry that is also your hobby?
- Perhaps this will be a step up for you and you are excited about having responsibility to make suggestions and think creatively to develop a strategy?
- Perhaps you are already in a similar role but want to make a conscious lifestyle choice to live in the Lake District?

Whatever your motivation, we are keen to welcome you into our family team, where you will be a vital ingredient in our business growth.

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## **Purpose of the job:**

To establish an agreed sales and marketing strategy that dramatically increases our brand awareness, and our business to business and business to consumer sales. To manage and implement the sales and marketing activities of our business.

## **Sales responsibilities:**

- To create a business to business, and business to consumer sales strategy
- To recognize new ways of selling, and understand how and why people buy our premium product
- To explore and implement new routes to market
- To build relationships with new purchasers, particularly in business to business sales
- To attend trade and gardening shows

## **Marketing responsibilities:**

- To further develop our marketing strategy to enhance the current position of our brand
- To build relationships with key people within the industry
- To create and implement a social media plan
- To work with our PR agency to identify opportunities for PR coverage and advertorial
- To give talks to societies and interest groups

## **Reports to:**

Managing Director and Operations Director

## **Working arrangements:**

- 37 hours a week, with potential for some flexible working. Apart from a busy show period in the middle of the year, we anticipate this to be a predominantly office based role
- Based on our farm in Heltondale, north Cumbria
- Salary range of £30,000 to £35,000 per annum depending on experience
- A relocation allowance may be available for the right candidate
- 28 days annual leave including all public holidays
- 6 months' probation

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## **Requirements for effective performance:**

### **Technical**

- Commercially aware, providing quotations
- Working with sales data and financial information
- Sales, business development and/or marketing experience
- Demonstrating a natural instinct for consumer buying patterns
- Thinking about and monitoring the wider industry
- Using IT products including MS Office

### **Interpersonal**

- Listening carefully
- Engaging with people
- Building genuine and long lasting relationships
- Being comfortable and confident to interact with a range of people across the country from purchasing departments, shop owners to private individuals

### **Personal**

- Interested in gardening
- At least A level educated or with equivalent work experience
- Understanding what it is like to work in a small company
- Caring about the reputation of our business
- Planning ahead
- Using own initiative, ability to work as part of a team, prioritizing own work
- Current driving licence