



---

## POSITION DESCRIPTION

---

**POSITION:** Sales & Marketing Assistant

**LOCATION:** Templeton, Christchurch

**REPORTING TO:** Marketing Executive

**PRIMARY PURPOSE:**

To assist with the project management of the sales and marketing functions of the annual Christmas Cookies (XC) Promotion, taking a pivotal role providing leadership, motivation and direction to 70 sellers and a Head Office customer services team. This role operates from July – February.

**SECONDARY PURPOSE:**

To assist with the implementation of sales and marketing projects as driven by the annual business plan. This function would be utilised in the “off season” ie not during the XC timing but some overlap will occur from time to time.

**KEY ACCOUNTABILITIES OF THE CHRISTMAS COOKIE COMPONENT:**

***Recruitment:***

1. Assist with the co-ordination and implementation of the recruitment drive for Christmas Cookies candidates in universities.
2. Assist with the review of the candidates CV's and conduct interviews. Appoint candidates to the 70 territories nationwide in conjunction with the Marketing Executive.

***Training Conference – in conjunction with the Marketing Executive:***

3. Organise the training conference for the 70 successful candidates including sourcing the conference venue, accommodation, caterers, activities and other providers as necessary.
4. Prepare practical exercises, role plays and other media to ensure the sales team have a realistic idea of how they should run their Christmas Cookies business by the conclusion of the conference.
5. Present the operational training via powerpoint presentations during the conference. Co-ordinate other appropriate speakers or qualified people to enhance the sales team's learning experience.
6. Organise the final night party and other activities during the conference.

***Head Office Support Centre - in conjunction with the Marketing Executive:***

7. Set up and manage a Head Office (4 - 5 people) based at Cookie Time Christchurch to serve the dual functions of a customer service centre and a sales team support office during the period of the promotion.



***Sales Management - in conjunction with the Marketing Executive:***

8. Analyse daily sales information from the sales team.
9. Report sales results and related data daily, during the promotion.
10. Provide the necessary support, help and advice to individuals within the sales team and Head Office team.
11. Compile and supervise the distribution of a weekly newsletter to sellers.
12. Conduct two sales meetings in Auckland, Wellington and Christchurch and meetings in other centres, as required, during the sales phase of the promotion.

***Account Management - in conjunction with the Marketing Executive:***

13. Provide the necessary support and management of Christmas Cookies Sellers accounts with Cookie Time.

***Accounting, Logistics and Production***

Liaise with individuals within these departments to ensure key requirements of the promotion are met.

**REQUIREMENTS OF POSITION:**

- Ability to display strong leadership, with experience and expertise in both event and project management.
- A tertiary qualification with a marketing component and relevant commercial experience.
- Business acumen with practical problem solving skills and a disciplined management and planning style.
- A high level of self motivation and results orientation.
- Involvement in, or exposure to recruitment of staff and management of teams.
- Experience or involvement in a sales based role, selling in, servicing customers and possibly cold calling. An understanding of sales techniques and effectively handling objections would be advantageous.
- A high level of initiative and the ability to work autonomously to achieve goals.
- Excellent written and oral communication including presentation skills.
- Excellent computer literacy ideally including experience in spreadsheeting and database management.
- Analytical experience relating to sales information and data .
- Ability to develop detailed event budgets and work within those budgets.
- Excellent time management skills.

**KEY PERFORMANCE INDICATORS**

- Achieve predetermined bucket sales / profitability targets.
- The successful recruitment of a team of individuals who are capable of working with minimal supervision and who are motivated to achieve the targets set for them.



## **KEY ACCOUNTABILITIES OF THE SALES AND MARKETING COMPONENT:**

The Marketing Assistant will work closely with the Sales and Marketing team to deliver the predetermined financial objectives set by the Board by assisting with the following KEY drivers:

### ***Drive Strategic Initiatives:***

- As guided by the annual business plan in conjunction with ad hoc initiatives.

### ***Analysis & Interpretation of Sales And Marketing Data:***

- An essential part of the role which will identify opportunity gaps within our portfolio along with others within the synergistically baked foods category.

### ***Assist With Promotional Implementation:***

- Analysis based on return on investment along with measuring success factors of the promotion.
- Investigation of new “WOW” factor promotional initiatives.

### ***Results Orientation:***

- We as a team deliver results and we encourage decisive decision making.

### ***Projects:***

- The Sales & Marketing Assistant’s position will be largely “projects” driven which support our business objectives / strategy.

### ***Training / Mentoring:***

- CTL commit to ensuring the Sales & Marketing Assistant is offered all the “tools” & training needed to perform outstandingly.

## **RELATIONSHIPS:**

### ***Internal***

- Marketing Executive
- Sales & Marketing Team
- Accounts Department
- Supply Chain Manager
- Graphic Designer
- Head Office Staff Members

### ***External***

- Customers
- Sales Team Members
- Freight Provider
- Sales/Training Providers
- Conference providers
- Universities

