

Job Title:	Sales & Marketing Executive
Based in :	Sydney
Reporting to :	Director of the business
Geographical Responsibility:	Australia & New Zealand

Develop Iconic Premium French Homeware brands in Australia.

Table Manners distributes iconic French Homeware brands in Australia through strong partnerships with the retail distribution market. Most of the French brands have a story spanning over 100 years and the bulk of the products are still Made in France using traditional manufacturing process that deliver high quality products. The brands are present in all major Department stores across the world. The product categories cover Cutlery, Table Linen, Kitchen Linen, Kitchenware utensils, Chopping Boards, Dinnerware, cookware and bakeware. Table Manners is still a young company with lots of scope for growth and development.



We are looking for an enthusiastic sales and marketing executive to join our team.

The Sales and Marketing Executive's main role is to develop the sales with the Independent Homewares industry for all brands. The role covers all the different distribution channels such as Department stores, Independent high end boutiques, Loyalty programs, Homeware chains, High end Food/Grocery Chains, Online, Furniture chains and boutiques, B2B, TV Shopping, Hospitality Wholesalers etc. You will be required to build a solid working relationship with all buyers and stores for all key accounts Australia wide in order to maximise new product listings, shelf space, promotional opportunities and the sell in and sell out of the brands. Your role will be to drive distribution gains and increase sales across all brands in line with set KPI's. There are also some key marketing objectives to accomplish: sponsorships, events and digital marketing (Facebook, Instagram, Table Manners website). There are 2 major industry trade shows events each year with the Homeware Fairs to coordinate and organise each year- one in Sydney in February and one in Melbourne in August.

The role is split roughly into :

- 70% Sales
- 20% Marketing
- 10% Sales Administration

Tasks and Major Responsibilities:

Sales role

- Drive the achievement of Sales budgets.
- Manage and develop all key accounts/buying offices, such as David Jones, Peters of Kensington, Minimax, Qantas store, Essential Ingredient, etc. Map out a range, promotional and merchandising plan for each nominated key account.
- Drive regular cadence with all sellers to ensure all aspects of the relationship are kept current, including training, support, enablement, and order fulfilment
- Prospect new customers and business opportunities and follow up sales enquiries using appropriate methods.
- Provide market intelligence and feedback on competitor activity and all industry trends to the brands in France.
- Manage the coordination and attend the 2 major Homeware Trade Fairs.
- In store retail staff training & best-in-class merchandising for the products

- Manage, maintain and develop the Sales pipeline using our purpose built CRM system.

Marketing role

- Assist in the development and implementation of the company's brand strategy.
- Manage social media channels for all the brands – Facebook, Instagram, Table Manners website.
- Gain a thorough in-depth product knowledge and be able to guide customers on the best assortment for each of the retail channels.
- Manage various marketing initiatives the business has agreed to undertake – sponsoring events, attending industry events and gaining positive PR where possible.
- Provide all the content (images and copy) to the digital online business accounts
- Manage all Marketing tools required to support the sales function: price lists, catalogs, samples, POS/Display material, etc.

Sales Administration

- Manage the sales administration side of the business daily such as keying in the orders, sending them to France and ensuring delivery and dispatch are on track. Managing the purchase order system and update as required.

Key Skills/Attributes Required:

- Strong selling skills
- Proven success rate ideal
- Ability to balance persuasion with professionalism
- Independent, autonomous
- Self motivated. Driven to learn and succeed
- Excellent communication & relationship building skills
- Sound organisational skills
- Strong attention to detail
- Passion for the cooking/homewares industry
- Confident and enthusiastic
- Customer centric mindset
- Sound Digital marketing knowledge Instagram/Facebook/website

Desirable Qualifications and Experience

- Business Degree in Sales/Marketing
- 2+ years experience in Sales
- Digital Marketing Experience preferred
- French speaking desirable but not mandatory
- Car licence, this role requires a car

Salary & Benefits

- Package circa \$70k per year
- Annual bonus for achievement of KPIs
- All business expenses covered including interstate and international travel
- Laptop & mobile phone provided
- Access to the company branded products
- Lots of autonomy and work flexibility (small structure)
- Scope to add more French brands to the portfolio
- Coaching/Mentoring from industry veteran that has had a successful career as Managing Director for Multinational companies based in Australia

The ideal candidate to succeed in this role is keen to learn and build a sound and successful career in the Homewares industry.

Website : www.table-manners.com.au

Instagram : table_manners_au

Facebook : @tablemannersoz

Linkedin : www.linkedin.com/in/wivinachaneliere

Send all applications (CV/Resume plus cover letter) to wivina@table-manners.com.au