Dairy Sales Director

Dairy leadership and board

Job title	Dairy Sales Director
Department	Dairy leadership and board
Reports to	Chief Executive Officer
Direct reports	Heads of retail, food-service, ingredients and export sales, key account managers and sales operations
Location	*[To be confirmed by the employer]*
Contract type	*[Permanent / fixed-term / other]*
Salary and benefits	*[To be confirmed by the employer]*

Job purpose

Leads the sales strategy and team for a dairy business across retail, food-service, ingredients and export channels. Grows profitable volume, manages key customer relationships and pricing, and helps the business get the best return for its milk.

Key responsibilities

Sales strategy and planning

- Set the sales strategy for each channel in line with the business plan and the milk available
- Build annual and longer-term sales plans covering volume, price, mix and margin
- Identify new markets, customers and product opportunities in each channel
- Balance sales across channels to get the best overall return for milk

Key accounts and customer relationships

- Lead relationships with the largest retail, food-service and ingredients customers at senior level
- Negotiate supply contracts, trading terms and joint business plans
- Make sure service, delivery and quality commitments to customers are met
- Resolve major customer issues quickly with operations, technical and supply chain teams

Pricing and commercial performance

- Set pricing strategy and approve prices, promotions and discounts
- Manage exposure to commodity price movements in butter, powders and cheese with finance
- Track customer and product profitability and act on poor returns
- Produce accurate sales forecasts to support production and milk planning
- Report sales performance and risks to the executive team and the Board
- Make sure pricing and customer dealings comply with competition law

Export and ingredients

- Develop export markets, distributors and agents within the business's risk appetite

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- Manage export documentation, payment terms and credit risk with finance and logistics
- Sell commodity and specialist ingredients to food manufacturers and traders
- Monitor global dairy markets, trade rules and competitor activity

Sales team leadership

- Lead, coach and develop the sales team and set clear targets
- Design incentive schemes that reward profitable and responsible selling
- Build sales capability in negotiation, category management and customer insight
- Work closely with marketing on brand plans, launches and trade activity

Qualifications and experience

Essential

- Degree or equivalent experience in business, marketing or a related field
- Extensive senior sales leadership experience in dairy, food or fast-moving consumer goods
- Proven record of negotiating with major retail, food-service or industrial customers
- Experience of commodity-linked pricing and margin management
- Track record of leading and developing sales teams
- Strong financial and commercial skills

Desirable

- Experience of export sales and international trade
- Experience of selling dairy ingredients such as powders, butter or cheese
- Knowledge of category management and shopper insight
- Experience in a co-operative or farmer-owned business

Skills and attributes

- Negotiation and influencing
- Commercial and financial acumen
- Strategic planning
- Leadership and team motivation
- Building relationships at senior level
- Data analysis and forecasting
- Clear, persuasive communication

Measures of success

- Sales volume and revenue against plan
- Gross margin and contribution by channel, customer and product
- Sales forecast accuracy
- Price achieved against market benchmarks
- Retention and satisfaction of key accounts
- Debtor days and bad debt, including export customers

Working conditions and safety

Office-based with frequent travel to customers, trade events and export markets, including international travel. Some evening and weekend work is needed around customer meetings and trade events.

- Lead by example on health, safety, food safety and animal welfare

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- Uphold the code of conduct and all legal and compliance requirements
- Raise concerns and report incidents promptly

This job description outlines the main duties of the role. It is not a complete list, and the employer may update it as the business changes, in consultation with the jobholder.

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