

WORKWEAR BRAND DISTRIBUTION MANAGER PPE WORKWEAR TO TRADESMAN – UK BASED - SALARY: £50K - £75K

The Company

An excellent opportunity to join a growing manufacturer Workwear garments in the UK. As the National Sales Manager covering the UK you will take full accountability for developing new and growing existing customer relationships and revenue across the range of company products and services in all sectors within the UK. The new workwear brand will be launched through distributors across the UK but mainly focusing on electrical wholesale distributors and independent workwear distributors nationally.

Your mission will be to launch the brand, then grow a small sales team across the UK and Ireland and be responsible for that division within the company.

The Role

- Manage effective communication of marketing plans and new product launches to the distribution market.
- Exhibiting the brand at distributors and creating in store ranges.
- Annually plan and negotiate critical business appointments.
- Drive new business sales and account manage existing business.
- Position the brand with sustainable and professional electrical distributors and independent distributors.
- Apply strong relationship and networking experience to the role.
- Manage direct contact with customers across the UK
- Once revenue starts to grow, you will be required to recruit a sales team to manage the UK and Ireland more effectively.
- Effectively evaluate and secure business at promotional events and exhibitions.

The Candidate

- Have a strong ability to influence, build and maintain relationships with medium and distribution partners and independent PPE and workwear distributors.
- Conduct yourself professionally and possess a good understanding of MS Office and other CRM systems.
- A strong knowledge of safety products (PPE or workwear) and market standards/certifications would be an advantage.
- Sales oriented with solid negotiation skills.
- Previous experience in workwear/outerwear/PPE brands within the distribution arena.
- An understanding of other workwear brands in the market and be able to sell the brand on its USP's.
- Have experience in recruiting a team as you will be responsible for building up the division and National Sales team.
- Management experience.