

## National Sales & Business Development Manager



Island Creek Oysters (ICO) is a mission-based brand engaged in promoting the development of aquaculture's role in our food systems—locally and globally. We grow thriving coastal communities. Through innovation and education, we create opportunities to connect people with boundary-pushing seafood products. We live by our core values. We work hard and have fun doing it. We believe in what we do. We say thank you.

The North American B2B Sales & Business Development Manager is responsible for initiating, launching and building and maintaining new sales channels for Island Creek Oysters in grocery, distributors, resorts and cruise lines. We are seeking a seafood loving, product obsessed salesperson with defined, existing, viable relationships in grocery, distributors, resorts and cruise lines.

This position is responsible for spearheading the sales effort in ICO's extension into the new markets, selling to grocery, distributors, resorts and cruise lines. ICO's core products are oysters, caviar and tinned fish. The ideal candidate will have experience selling seafood into these channels and will utilize/leverage existing professional relationships to achieve high targeted growth goals. This position will work actively in the field as well as engage in proactive marketing efforts, creative sales strategies and overall management of the product in the grocery, food wholesale and cruise industry. They will be self directed and organized in day to day scheduling, arranging and actively budgeting for ongoing travel and promotional onsite customer events.

The North American B2B Sales & Business Development Manager reports directly to the Sales Director.

### **ROLE:**

#### **Sales:**

- **Sell Sell Sell! Hit targeted volume and revenue goals**
- Translate ICO company vision and product into placement with grocery, distributors, resorts and cruise lines, maximizing product positioning
- Cross sell ICO products in existing and new client relationships
- Negotiate and communicate pricing, placement, and logistics in partnership with Sales Director
- Build and develop key relationships with all customers
- Utilize email, phone, and in person meetings on an ongoing basis for sales growth.
- Travel for sales support, independent sales appointments with customers, new customer development, and participation in promotional events

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- Manage travel budget with regard to sales trips, to include booking flights, hotels, rental car, gas mileage and cost of participation in events and sample/merch inventory
- Lead educational tastings/trainings with customers and their teams
- Participate in national/regional/distributor seafood events (virtual and in person)
- Lead onsite activations in support of client relationships
- Communicate with the sales team and procurement team on product availability
- Communicate with the procurement department to learn about seasonality and product availability

## Marketing:

- Help to create, edit and distribute product, producer-specific, and other Grocery / Cruise marketing materials including product info sheets, marketing emails, and merch

## Customer Management:

- Operate as the lead point of contact for any and all matters specific to these sales channels
- Support ICO team with questions/issues in regards to all aspects of your customer relationships
- Utilize CRM to organize/prioritize customer issues/opportunities
  - Meticulously maintain all data required within CRM

## Product:

- Confer with the Sales Director on strategy by providing real time insight into market dynamics/shifts/pricing
- Utilize network to gather market intel:
  - Competitor pricing, Competitor offerings, Understand/articulate market trends
- Develop an intimate understanding of all products distributed by ICO and others on the open market in similar categories
- Communicate clearly all required sales data to internal and external stakeholders
- Create/maintain all required sales documentation and reports

## A/R:

- Support A/R specialist with reach out when needed
- Help to be a backstop for AR problems
  - If you see something, say something

## Leadership:

- Highest level of professionalism required, teamwork is essential and required for success
- Lead by example, help to maintain the highest standards of workflow, accountability, and consultative sales process
- Be available for questions and support to team members at all times

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## REQUIREMENTS:

- Preferred 5 -7 years of sales experience in the food industry, in perishable sales to large food outlets, consumer packaged goods organizations and retailers
- Existing book of business in grocery, distribution and cruise lines
- Strong entrepreneurial drive, a sales “hunter” mindset, and passion to succeed.
- Motivated by commission structure and acquisition of new business
- Strong knowledge and experience in all aspects of sales, including growth strategies, distribution channel management, account development, and business planning.
- College Degree and / or Formal Education appreciated
- Excellent Project Management skills, strong attention to detail while managing complex cross functional projects.
- Highest level interpersonal skills, written and verbal communication skills
- Dogged work ethic, as well as solid negotiation, conflict resolution, and people management skills
- Excellent teamwork and team building skills
- Ability to teach others and work independently
- Extreme attention to detail
- Solid computer skills with focus on PowerPoint, Excel, Word, Klaviyo, Photoshop, ERP, CRM and the ability to quickly learn
- This role requires travel + overnight travel. Candidates must be willing to travel as needed to drive business results.
- Valid Driver’s license and mode of transportation

## METRICS:

- Meet budgeted volume and revenue targets within your sales channels
- Hit A/R goals through work with overall Sales Team and A/R specialist
- Identify added value or account management tactics in grocery and cruise

## TO APPLY:

Please email resumé and cover letter to [jobs@islandcreekoysters.com](mailto:jobs@islandcreekoysters.com) with “**National Sales**” as the subject line.

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