



**Job Title: South West Area Sales Manager**

We have an exciting opportunity for an Area Sales Manager to be part of our award-winning ice cream, B Corp accredited business. We want to be the most loved ice cream brand for British families.

Our South West Sales Manager's territory covers Somerset, Devon and Cornwall. This is the heartland of Marshfield Farm, so you will be looking after established accounts as well as finding new business. The ideal candidate will live central to this territory and have a background in B2B territory sales management. We are ideally seeking a candidate with a proven sales background with experience selling into the foodservice and catering sector.

You will play a key role in the continued growth of sales and profitability across the business-to-business environment of the scooping, wholesale, retail, and foodservice markets. You will be responsible for your own geographical sales territory, building relationships with your customers and distributors. As well as being a great team-player to fit in our small team, you will be required to work on your own and as such, the ideal candidate will need to be self-motivated with the ability to manage their own hours effectively.

You will need to be dynamic and resilient, with proven sales experience. Success in this role requires working closely with the team at the farm, wider sales and marketing team to help grow Marshfield Farm Ice cream in the South West. This role is ideally suited to an ambitious individual capable of handling the pressures that are entailed with working in a seasonal business.

**The successful candidate will have:**

- Previous sales experience (foodservice and catering sector a bonus)
- Proven customer relationship management
- Strong analytical and problem-solving skills
- Strong presentation and communication skills, both written and verbal
- Demonstrate drive, enthusiasm and potential to progress
- Proven negotiation skills
- Practical skills to help with Point of Sale installation, including use of power tools.
- Knowledge of Microsoft Office suite, Teams, Zoom
- Strong commercial acumen
- Ability to work efficiently both on your own and as part of a team
- Ideally experience of working within the food industry across retail, foodservice and back-of-house
- A willingness to stay overnight for business meetings, exhibitions etc.
- Will be living in, or willing to relocate to the area.

**Key Responsibilities:**

- New Business Development
- Customer Relationships: build strong relationships across the business



- Making outbound calls and meeting Face to Face with clients
- Working with and building our CRM.
- Joint business plans: create, negotiate and implement with key accounts
- Review and monitor plans to ensure it's achieved.

#### Compensation details

- Competitive base salary based on experience starting at £30K
- OTE bonus opportunity
- Subsidised Marshfield Farm Ice Cream!
- Opportunity for formal training, as required.
- Longstanding service additional holiday days
- Employee Assistance Programme
- Company van
- Company mobile and laptop

#### Why should I join Marshfield Farm?

This is a varied role that plays a key role in the success of Marshfield Farm Ice Cream. Marshfield Farm is a home, a farm and a multi-award-winning ice cream manufacturer. We have a unique advantage in the ice cream industry, having made ice cream on the farm since 1988. With complete control over the quality of our products – from the highest welfare for our cows to the sustainable practices invested across the farm and in our on-site factory and storage.

We tend to eleven hundred acres of farmland on the Cotswold Way and every drop of milk in our ice cream can be traced back to the fields it first came from. It is then moved only metres to our on-site ice creamery, churned with the finest ingredients and then delivered across the country. We supply over 8,500 customers across the UK. This includes seaside parlours, international airlines and the poshest of palaces.

We also have several new and exciting products in the pipeline, which you would play a key role in selling!

With a team of over 60 staff, we continue to strive to grow. You would be joining our Southern sales team of 3, and wider sales team of 9, **to help continue to make moments of homegrown happiness in our heartland.**

We want to be the most loved ice cream brand for all families across the UK. When we say we want to make for all families, we mean everyone. To do that well, we need a workforce that is more representative of the families we serve. We are passionate about creating an inclusive workplace that promotes and values diversity so that everyone, from any background, can do their best work.

Application with covering letter explaining why you would be suitable for this position can be sent to [flo@marshfield-icecream.co.uk](mailto:flo@marshfield-icecream.co.uk)

Closing Date: 24<sup>th</sup> May 2024