

Business Development Manager



Company Background

Bay's Kitchen produces a range of award-winning foods which are:

- Low FODMAP (IBS Friendly)
- Gluten Free
- Dairy Free
- Vegan

Bay's Kitchen won the Gold Medal at the Free From Awards and were also Theo Paphitis's Business of the Week. In 2021 we have won 'Gut Health Product Of The Year', 'Best New Special Diet Product' and have been shortlisted for a Great British Food Award and Nourish Award.

The range of "Free From" sauces, condiments, soups, gravies and stocks are listed in Morrisons, Ocado and Amazon with plans to launch in Booths, Waitrose and other premium retailers. See more about our range at www.bayskitchen.com

The founder of the business, Bay Burdett, suffers from IBS (Irritable Bowel Syndrome) herself so fully understands the benefits of a Low FODMAP diet. Pre-Covid Bay's Kitchen exhibited at the Allergy + Free From Shows in London, Birmingham and Glasgow every year.

Job Role:

- Job Title: Business Development Manager
- Salary: £28,000 - £35,000 plus bonus per annum, depending on experience
- Working Hours: Typically 9-5pm Monday to Friday, however some longer hours, evenings and weekends will be required for travel to customers and for shows and exhibitions.
- Location: Home based (however we are only considering candidates who are based within an hours drive of Cheltenham or London or based between the two locations due to team meetings and client locations).
- Travel requirements: Travel will be expected on a weekly basis to meet new prospect retailers throughout the country. There will be occasional requirement to meet team near Cheltenham and also attendance at shows & exhibitions.

We are looking for an enthusiastic, ambitious, target-driven Sales individual who's looking for a step up to join our growing team! You will be responsible for growing existing accounts as well as gaining new listings for Bay's Kitchen, with retailers from the big supermarkets down to independent farm shops and everything in between.

This role will require you to take real ownership, managing your full customer sales & activation plan, whilst ensuring you grow the business in a strategic and profitable manner. Targets will be set for sales wins, and great progression opportunities will be available for meeting and exceeding targets. This is very much a stepping stone role to become a National Sales Manager and work with the CEO and Commercial Director to continue to recruit and grow the sales team.

New Business

- Identify, approach and sign-up new UK national and independent stockists/wholesalers;
- farm shops, delis, health food retailers, specialist food stores and supermarkets. This will be through phone, email and travelling to meet buyers on a daily basis
- Set up and on board new leads that approach us
- Support the CEO and Commercial Director with national retailers with a view to take on these accounts

Required as part of the role:

- Strong rapport with potential customers and be effective at closing sales
- Work with marketing team for online & instore media activations to grow the accounts
- Promotional planning and activation, tracking and recording results
- Work with NPD on delivering new launches

Account Management

Day to day account management of the following:

- UK Retail
- UK Wholesalers
- Independent UK trade (Direct)
- Wholefoods

Commercials

- Managing a Profit and Loss budget (Gross Sales Value, Sales Volume, Net Sales Value and Gross Margin)
- Accountable for sales, forecasting and budget spend for accounts
- Negotiating and completing Joint Business Plan's
- Adding to and updating Hubspot (or CRM of choice) with Sales Prospects, continuing to interact with prospects on a regular basis in order to close sales.

Key Requirements & Skills:

- 1-2 years sales experience in an fmcg retail sales/business development role
- An understanding/interest of Free-From foods and dietary requirements
- Great communicator – confident and happy to talk to buyers and customers over the phone, via email and in person. Also be able to confidently present our food at retailers as well as at shows & exhibitions.
- Confident approaching and negotiating with customers
- Good telephone manner

- Flexible with hours worked (occasional evenings/weekends required for events and travelling)
- Excellent grammar and written English
- Good numeracy skills and accuracy is key
- Excellent organisational skills
- Good computer skills
- Experience using CRM software is desirable but not essential

Equipment & Expenses

- A laptop will be provided and access will be required to a broadband Wi-Fi connection in order to access emails, company website and back office. A phone will be provided for making calls.
- You will need a full clean driving licence and access to a car (a car is not provided). Mileage & expenses will be paid.

Applications

To apply for this role please send your CV to careers@bayskitchen.com

Candidates who are being called to interview will be contacted within 10 working days of the receipt of their application.

Bay's Kitchen are an equal opportunities employer and will ensure compliance with all government requirements relating to Health & Safety and Covid-19 safe working conditions.