



HAIRCARE
AUSTRALIA

GENERAL MANAGER – SALES & MARKETING

JOB & PERSON SPECIFICATION

NOVEMBER 2020

Position General Manager - Sales & Marketing (GM-SM)

Reports to Managing Director – Haircare Group

Location Marlestone

JOB SPECIFICATION

Position Purpose	<p>As a key member of the leadership team, the General Manager of Sales & Marketing will be responsible for ensuring successful implementation of the Haircare Group strategic and commercial plan in line with budgets and the Values within Australia and New Zealand.</p> <p>The GM-SM will have an operational focus and provide leadership direction to the sales, marketing, education, customer service and digital teams. Working closely with the Directors and Executive Leaders, the GM-SM will design, introduce and implement operational and business improvement practices related to sales, marketing, digital, education and customer service.</p> <p>The GM-SM will operationalise the Customer Experience and Digital Transformation Program and will be accountable for leadership of a large, multi-disciplined team, leading their people through change, delivering success outcomes and building a tech savvy, future focused team.</p>
Role Accountabilities	<ul style="list-style-type: none">• Broad leadership of multi-disciplined teams across sales, marketing, digital, education & customer service.• Be accountable and drive sales, marketing, digital, education & customer service performance for Haircare Australia and New Zealand.• Responsible for management of HCG business budgets and forecasting within their function.• Accountable for the holistic marketing approach across Haircare Australian and New Zealand.• Operationalise the transformation program and drive business projects within sales, marketing, digital, education & customer service departments.• Work closely and in line with the Supply, Logistics and Purchasing teams to drive effective sales and marketing strategies, plans and S&OP processes.• Identify critical business needs, provide strategic approaches and outcomes across multidisciplined teams and functions with accountability for successful collective delivery.• Continuously monitor trends (oversees and local), costs and best outcomes for the sales and marketing function, make plans, delivery and track.• Through ongoing internal (marketing and sales), external information gathering and analysis, identify and drive industry leading promotional plans that deliver on overall strategic goals.• Management and Board reporting.

	<ul style="list-style-type: none"> • Maintain safe working environments, by adopting safe work practices, procedures and behaviors in accordance with Haircare’s Workplace Health and Safety Policies and processes. • Other duties as directed from time to time by the Managing Director.
Stakeholders (internal & external)	<p>Internal</p> <ul style="list-style-type: none"> • Board of Directors • Executive Leadership Team • Direct and indirect reports <ul style="list-style-type: none"> ○ Sales teams ANZ (network, telesales, school sales) ○ Education teams ANZ ○ Creative Director ○ Digital Marketing and e-commerce ○ Marketing and Graphic Design ○ Customer Service and Cash & Carry teams • Supply Chain team • All other internal teams <p>External</p> <ul style="list-style-type: none"> • Customers • Suppliers • Vendor partners
Qualifications	<ul style="list-style-type: none"> • Tertiary qualification in related discipline. • Postgraduate qualification in Business Administration (Desired).
Required experiences	<ul style="list-style-type: none"> • Extensive experience in a leadership role with a FMCG or distribution business, with accountability across large multi-disciplined teams. • Extensive experience with multi-location sales, marketing, digital. education and customer service teams. • Excellent leadership and interpersonal skills with the ability to communicate effectively across all levels of an organisation with strong change management capability. • Demonstrated experience leading a digital transformation with various customers and sales channels. • Strong business, project management, financial and analytical acumen. • Self-motivated and driven; a fast learner with a calm & positive influence • Experience in consulting with stakeholders in cross-functional teams to enable the delivery of enterprise wide strategic initiatives and prioritized improvement projects. • Ability to follow through on set tasks and effectively manage priorities. • Exceptional verbal and written communication skills are a must. • Have an outgoing, confident, and vibrant personality.
Other key information	Travel and out of hours work will be required as required to fulfil the role of General manager Sales & Marketing.

PERSON SPECIFICATION

Core Accountabilities	Drive for achievement <ul style="list-style-type: none">• Focuses on achieving outcomes using good judgement and appropriate decisions at speed to ensure business success.• Drive continuous improvement to enable on-line growth via omni channels and customer satisfaction.• Confident in driving results and supporting people through change to build a tech savvy, future focused team.• Communicates the future focus for the team and allocates tasks accordingly.• Tailor communication to the situation and needs of the team.• Develops and presents new ideas to support the company in the future. Communication & influence <ul style="list-style-type: none">• Influences at all levels & tailors' style to suit<ul style="list-style-type: none">○ Board reporting capability○ Employee engagement○ Customer engagement• Builds trust & has an authentic style.• Gravitas.• Uses multiple communication styles including face to face.• Open to feedback, owns actions and accepts responsibility.• Brings people & teams together.• Enjoys having success with challenging conversations (internal & external).• High level transparent communication skills (listens, understands, open & brings people on the journey).• Collaborates, seeks input from others and builds trust.• Respectful influencer and confident in communicating ideas.• Celebrates successes.
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HOW TO APPLY

Applications should be addressed to Andrew Reed. Please visit henderconsulting.com.au to apply.

For a confidential discussion, please call Andrew or Hannah Way on (08) 8100 8827.

Please Note

Your application will be automatically acknowledged by a return email.