



Job Posting: National Sales Manager - Natural

Job Title: National Sales Manager - Natural

Location: Home Office / Travel

Shift: M – F 9-5+, 45+ hrs, some weekends

FLSA: Exempt

Apply at: <https://coconutbliss.bamboohr.com/jobs>

At Coconut Bliss, our vision is *Blissful Experiences for All Beings*. Our mission is to *embody integrity through inspirational business practices and exceptional plant-based creations*. We make organic, dairy-free frozen desserts that taste good without making you feel bad. We are a small team of dedicated people who enjoy working hard and having fun together. We are always striving to have a harmonious working environment that is open and collaborative. We are looking for a long-term addition to our Bliss family who is also interested in helping to co-create an overall “State of Bliss”.

Coconut Bliss is seeking a National Sales Manager for the Natural Channel. The National Sales Manager - Natural is responsible for providing support and guidance to our Natural Channel Broker Key Account Managers while creating and maintaining strong relationships with retailers and distributors to increase availability of Coconut Bliss in the Natural Channel. This position collaborates on strategic planning with the Sales Team and is responsible for successful execution.

Ideal candidates will be passionate about organic food, skilled at setting objectives and creating effective strategies, analyzing sales data and translating it into a compelling story. They will have an organized and methodical approach to their work while also remaining adaptable, and be adept at working collaboratively with Marketing and other staff to execute strategies and fulfill the Company’s mission.

Qualifications & Requirements

- Alignment – Passionate and knowledgeable about natural and organic foods, and foods made from ethically sourced ingredients; knowledge of/interest in sustainable business practices, collaborating on improvements to minimize the company ecological footprint and incorporate the Company’s sustainability journey into sales/marketing activities; willing and eager to actively contribute to furthering the mission and vision of Coconut Bliss, e.g. participate in sustainability initiatives, proper use of waste & recycle systems, potentially serve on a Sustainability committee, etc.



- Education and/or Experience – A Bachelor’s Degree (preferably in Business Administration, Marketing, or another related field) or the equivalent of five years relevant experience. Minimum five years of experience in CPG food sales, preferably with some experience in the natural food industry. Experience managing resources within budgetary limitations. Ability to accurately plan sales volumes for a retailer or region based on historical sales data, trends and marketing efforts.
- Leadership – An experienced leader, an energetic, forward-thinking and creative individual with high ethical standards and an appropriate professional image. An intelligent and articulate individual who can relate to people at all levels of the organization and our partners’ organizations. Ability to influence others, without having authority over them, to achieve mutually beneficial outcomes. Ability to work with shared leadership and in collaborative decision-making processes, excellent influential management and coaching skills, able to relate to people at all levels of the organization, to earn their trust and engage them in contributing to our mutual success.
- Teamwork – Works well with others in a team-oriented, highly collaborative environment. Hands on approach and willing to roll up their sleeves in a project-team atmosphere.
- Organizational Skills – Ability to perform timely work with a strong attention to detail, organization, efficiency, deadlines and, prioritization.
- Communication and Language Skills – Ability to achieve and maintain an overall blissful rapport with customers and business partners. Ability to read, analyze, and interpret reports and respond to common inquiries and/or complaints from customers and brokers with a collaborative, problem-solving approach. Able to represent the company in a professional manner. Excellent networking and relationship-building skills. Ability to prepare sales presentations tailored to the customer, with strong value propositions associated. Ability to understand and speak to customer needs.
- Mathematical Skills – Ability to calculate basic math functions, statistics interpretation and algebra. Proficient at margins, markups and other typical sales calculations.
- Technical Skills – High degree of computer literacy; proficient with Microsoft Office Suite and skilled at creating engaging PowerPoint presentations; proficient with or ability to master additional platforms, CRM and software utilized by the Company (Google apps, Turnlink, etc.)
- Kaizen – Practices a mindset of continuous improvement, offering and implementing ideas for efficiencies, cost savings, etc.
- Physical Demands – Able to carry 60+ pounds (when traveling), sit and/or stand at a desk, and walk frequently while traveling.
- Travel – Ability to travel approximately 60-80 days a year, by auto, air and/or train. Employee must live within proximity to a major airport and have valid driver’s license.



- Work Environment – Except for during travel, Employee will work from home office. Must maintain a safe workplace at home, e.g. free of trip hazards.

Principle Duties

Principle duties include:

Outside Sales (50%)

- Analyze historical data and determine sales projections for distribution channels; collaborate with sales team to develop sales goals and strategies
- Prepare presentations for annual category review meetings and present at both retail and distributor level
- Prospect and establish new retail, wholesale, and corporate accounts in the Natural Channel
- Attend trade shows – introduce new products, represent brand and product, provide info to buyers, place orders, develop relationships with customers, and handle booth logistics (e.g. set up/break down, coordinate samples, etc.)
- Perform regional sales trips with our regional Key Account Managers
- Work with internal Marketing Department and Trade Marketing Manager to develop annual trade spend strategies with key retailers

Broker Management (50%)

- Create, execute and follow up on ads and promotional planners for Key Accounts; collaborate with Trade Marketing Manager and CFO to develop strategic and profitable trade spends
 - Train brokers and oversee broker goals, analyze and use distributor (SBO) reports and SPINS data for related goal-setting
- Maintain an organized calendar of deadlines and priorities and manage schedule accordingly; collaborate with Inside Sales to send samples in anticipation of review meetings
- Create budgets and trade spends for key accounts; project revenue and allocate resources for promotions
- Identify and submit requests to Marketing Department for point of sale tools and support items
- Submit demo store lists to the Trade Marketing Manager according to established deadlines
- Review and submit retail marketing opportunities to the Trade Marketing Manager or appropriate personnel
- Communicate weekly with Director of Sales to review objectives, solve challenges and set priorities



(The above list is meant to provide a broad overview. A detailed job description will be provided during the interview process.)

Compensation & Benefits

Coconut Bliss pays fair and living wages for all positions, and provides excellent benefits including medical, vision and dental insurance, a Health Reimbursement Agreement, paid holidays, a generous paid time off benefit, a 401k with company match and several perks including all the Coconut Bliss you can eat! We also have an amazing team and a wonderful work environment – we placed 2nd in the [2019 100 Best Green Workplaces in Oregon](#). More details about compensation and benefits will be provided during the interview process.

If you have a passion for organic food and sustainability and are excited to work with a growing company who values collaboration, diversity, transparency and integrity, we welcome you to submit a cover letter and resume.

Interested candidates may apply on our career site: <https://coconutbliss.bamboohr.com/jobs>

Position open until filled. Application review will begin September 10th.