



JOB DESCRIPTION

Job Title: Utility Sales Rep, Ontario (KEEN Canada)

Date: 4/10/2014

Reports to: General Manager, KEEN Canada

Department: Utility

Status: Exempt

Number of Direct Reports: 0

General Summary:

The Utility Sales Rep will be responsible for developing a business relationship with the key or right partners in your territory. You will be responsible for maximizing profitable sales revenue within the assigned account base, driving branding and key product initiatives within the account base, bringing satisfactory closure to all issues related to the normal flow of business between KEEN Canada and the assigned account base and enabling and supporting all company objectives within the account base by working closely with internal and external stakeholders. This position leads, develops and executes agreed upon sales and marketing plans. You will report to the Canadian Sales Director and serves as a key member of the Utility team. This position will require cross functional relationships with Demand Planning, Customer Service, Logistics, Marketing and Product.

Key Responsibilities:

- Develop and execute seasonal (and annual) sales and marketing plans to support KEEN Utility initiatives and maximize growth opportunities within the assigned account base
- Aggressively follow-up on all product placements to maximize the significant "count and fill" portion of the business
- Partner with Product and Brand Marketing to bring successful new products and initiatives to the assigned account base on a seasonal basis. Proactively manage progression of product line throughout each season.
- Lead seasonal product assortment planning by account and channel
- Be the "voice" of account activity (sell-in, sell through, operations and marketing) to internal partners
- Proactive and on-going sales analysis to manage product sell-throughs, inventory levels and account metric expectations
- Establish effective relationships with key decision makers and business partners (internal and external).
- Support and contribute to the annual product forecast
- Be a KEEN Utility expert in all sales channels
- Monitor competitors activities and performance, along with implementing strategies and tactics to compete
- Attend national sales meetings and trade shows as required
- Lead the account pre-line and sell-in process
- Be a driver for the implementation of relevant all KEEN sales tools, incl. B2B, EOF's
- Seasonal showroom management
- Appropriate and effective expense management
- Hit annual Sales Targets

Knowledge/Skills Required:

- Minimum of 5 years' experience in sales and retail with demonstrated success.
- Degree in a related field
- Demonstrated skills, knowledge and experience in the Sales and Sales Operations field
- Strong strategic, analytical, organizational and personal skills
- Experience developing and managing budgets, and hiring and developing personnel
- Experience and skill in writing product and seasonal briefs
- Exceptional computer skills with a strong focus on MS Excel
- Commitment to working with shared leadership
- Strong oral and written communication skills
- Ability to manage multiple projects at a time



Additional Qualifications:

In conjunction with all KEEN Canada personnel:

- Develop and maintain a strategic perspective in organizational direction, program and decision-making; and
- Ensure the overall health and vitality of the Organization
- Help make sure that the Organization's philosophy, mission and vision are pertinent and practiced throughout the organization
- Help administer policies that ensure the integrity of the Organization
- Contribute to an environment of trust, mutual respect and fun
- Maintain a strong commitment to teamwork and concern for others
- Seek growth and learning opportunities
- Use effective communication and listening skills
- Maintain a climate that attracts, retains and motivates top quality personnel.
- Recruit, train, appraise, supervise, support, develop, promote and mentor qualified personnel.
- Effectively enable Brand Ambassadors and staff so they can take action on behalf of the Organization by:
 - Transmitting the Organization's values, vision and direction.
 - Engaging people in the meaning of the Organization
 - Respecting and using the skills, experience and insights of people
 - Providing direction and resources, helping developing people's skills, articulating expectations and clarifying roles and relationships
 - Anticipating conflicts and facilitating resolutions

Employee Conduct: It is the responsibility of every employee to contribute to a positive work environment through: mutual trust and respect; personal accountability and integrity; desire for growth and learning opportunities; teamwork; positive, honest and effective communication and professional interactions with co-workers, customers and partners.

Physical Requirements:

- Travel throughout the Canada (up to 90%)
- Ability to lift up to 60 lbs

Those candidates who are interested in this position and meet the minimum qualifications should submit a cover letter and resume to rob.brydges@keenfootwear.com

Only those candidates who are selected for an interview will be contacted.

