



## Country Manager

**Reporting to:** Head of Sales

### Company Background

The Company of Animals is a well-established pet care company being a leading developer, manufacturer, and master distributor of pet accessories worldwide, supplying a variety of distributor, veterinary and retail accounts.

Widely recognised for its strong product innovation and award-winning brands, the Company of Animals' impressive portfolio includes Pet Corrector™, Halti®, Pet Head® and Baskerville.

A privately-owned company with sales in over 50 countries, and with offices in Surrey, UK, Denver, CO. USA and Melbourne, Australia along with distribution centres in UK, USA, Australia and China.

### Position Overview

This role will be home based, residing in Holland.

Responsible for building our Northern European regional business. This role is primarily focused on building and implementing our Sales and Marketing strategy for Northern Europe and managing Key Accounts. This role is part of 4 regions which make up the CoA European business. Northern Europe includes Scandinavia, Benelux, and Baltics

You will be a self-motivated, confident, pro-active and highly organised individual. You will take on and continue to grow our established customers with the help of your UK and US colleagues, reinforcing our position as category champions in our space. You will tailor and roll out our proven sales and marketing strategies and establish Company of Animals as a must-have partner in the Northern European region of Europe.

### Main Job Tasks and Responsibilities

- Create and implement the Sales and Marketing Strategy in accordance with CoA's budgets and ambitions.
- To manage the day-to-day performance of Northern European retailers, wholesalers, and independents
- To research, penetrate and develop new accounts.
- Report monthly to the Head of sales / Sales Director and present all Northern European Sales activities
- Be fully knowledgeable about our Competitor Set and trends in the market and provide feedback
- To conduct regular department communication meetings involving the Sales & Marketing team to ensure effective communication takes place for both day to day and strategic issues
- To agree account contracts and trading terms, negotiating investment levels to ensure account viability.
- Support overall management of Northern European activities and report directly to the UK on these activities.
- Work closely with the UK Marketing team to effectively to deliver on growth targets.



- Work closely with the UK Operations team to coordinate campaigns, promotions, forecasting, product launches and to maintain customer service levels.
- Continuously support sales processes and systems, elevating company standards
- Modest domestic and international travel required

### **Key Competencies & Experience**

- Exceptional verbal and written communication skills relevant to European region and the UK
- Strong problem solving and decision-making skills
- Excellent organisation and time management skills with the ability to work under pressure
- Strong prospecting and closing skills
- Commercial awareness and strong understanding of all aspects of business
- Self-motivated and dynamic individual
- Demonstrable visionary and effective operational leadership experience, underpinned by commercial acumen
- Extensive experience of developing and implementing the growth strategy of an region through negotiating complex partnerships
- Proven experience of developing and implementing commercial strategies across a range of products
- Entrepreneurial and innovative, with an evidence-based approach, strong grasp of business fundamentals, and sound judgement
- Proven ability to increase distributor potential sales and a good grasp of marketing and brand management.
- Develop excellent relationships with all colleagues and departments
- Previous experience in the Pet Sector is advantageous
- Have a love of animals