

BUSINESS DEVELOPMENT MANAGER - EUROPE



PowaKaddy International, the leading manufacturer and supplier of quality Electric Golf Trolleys, Bags and Accessories is seeking a highly motivated individual to drive and deliver substantial growth for its brands, PowaKaddy and Hill Billy, throughout Europe.

Working closely with the Group Sales Director, the BDM will be tasked with identifying, sizing and mapping each respective European market and establishing a thorough understanding of the product, sales and marketing requirements for existing and emerging markets within Europe (as defined).

By spending time in each key market the BDM will be fundamentally responsible for the creation of individual business development plans, by market and then working closely with the relevant internal parties and respective distributor partners to ensure the delivery of the plans.

Accountability/Measurability

Ultimately the BDM will be responsible for the delivery of;

- Sales growth in line with company's goals
- Market share growth
- Establishing product requirements by market
- Business plans including marketing plans
- Promotional programmes

The candidate

Along with a proven track record of market or sales development in consumer durable products in Europe, you will also have a proven ability to deliver individual market development plans. The candidate must also be able to prove a record of sales achievement, with considerable sales experience in a B2B environment.

Experience in consumer product marketing, together with proven success of launching consumer products to market are also essential requirements.

The key to success in this role will be through very strong interpersonal skills. The candidate must have the skill to influence, negotiate and present at all levels. Written and verbal communication skills are a must and knowledge of Microsoft Office is essential.

Desirable attributes include a command of the German language and a keen interest in golf.

We are offering an excellent rewards package for the right individual, so if you believe you have all of the right abilities and experience and would like to join an exciting and dynamic team, please apply in writing, enclosing your CV and achievements to;

Lisa Poppe, HR Manager - lisa.poppe@powakaddy.co.uk