



SALES DIRECTOR

ABOUT HOT BREAD KITCHEN:

Hot Bread Kitchen is a growing social enterprise with a powerful double bottom line. We sell a high-end line of multi-ethnic breads inspired by a global team of bakers. Profits from this line of breads are used to provide industry-specific training that enhances the future for low-income immigrant and minority women and preserves valuable baking traditions. The innovative model and unique product line have been recognized by national media, prestigious foundations, and by top specialty food stores which carry the product.

JOB DESCRIPTION

We seek a strategic and enthusiastic sales professional with an entrepreneurial spirit, a passion for the baking industry and someone who wants an exciting opportunity to be part of a passionate and growing company. The Sales Director will be responsible for setting the strategy for sales growth, acquiring new wholesale and retail store accounts, driving the sales and account management process, managing our ecommerce program to drive sales in this channel and overseeing our retail outlets, currently in Farmers Markets. This position will have two direct reports and 6 indirect. The Sales Director is a salary exempt + commission based position that will support Hot Bread Kitchen's Sales Team in attaining our ambitious goals for growth in 2017 and beyond.

ESSENTIAL DUTIES AND FUNCTIONS

- Develop and execute on a multi-year sale plan that leverages our existing brand in retail markets, wholesale accounts, and web presence.
- Collaborate with the Head Baker to develop a unique and high quality line of breads that serve the market and tell the story of Hot Bread Kitchen. This plan will take into consideration logistics and pricing and will include plans for new and seasonal products for wholesale, retail and ecommerce channels.
- Actively source and secure new wholesale accounts across all categories in line with our growth and profitability strategy.
- Maintain up-to-date records for all open and prospective wholesale accounts including contracts, special pricing, relevant correspondence, contact information, and order history using Salesforce.
- Review wholesale and retail pricing annually and implement price changes considering competitor pricing and profitability model.
- Create and manage ecommerce menu, inventory and website, including process, packing and customer communication and engagement.

- Work with the Sr. Director of Operations to troubleshoot and correct delivery issues and act as primary emergency contact for customers outside of business hours.
- Develop a diverse, engaged, promotable and skilled retail and wholesale sales team that can articulate our mission and can knowledgeably speak to our diverse range of multi-ethnic breads.
- Working with Sales Manager, continuously analyze sales, merchandising programs, retail trends, competitor activity and pricing, packaging and labelling, signage and collateral materials to adjust tactics and drive improved performance in retail channel.
- Facilitate Sales Committee meetings with the Board Member Sales Committee quarterly and submit updates and reports as requested for Board Meetings.

REQUIRED SKILLS

- Extremely organized and impeccable attention to detail.
- Excellent interpersonal & customer service skills. Ability to read, write and speak in English is required.
- Flexibility and sense of humor; ability to establish order and systems in a rapidly changing environment. Must be a self-starter and effective at time-management.
- Excellent knowledge of the New York City food and restaurant industry.
- Proficiency in all Microsoft Office applications including Excel. Experience with Salesforce, Square or other POS software a plus. Experience with Zbake or other recipe costing/ making software a plus.
- Demonstrated ability to effectively interact with people of diverse socioeconomic, cultural and ethnic backgrounds.
- Flexibility in working weekends and holidays.
- Passion for Hot Bread Kitchen's mission and products.
- Ability to travel within the NY Metro and Tri-State Area, valid driver's license with clean driving record is required.
- 2-5 years outside sales experience within the food industry (strongly desired, bakery/ bread experience preferred).
- This job description is not intended to represent a complete, comprehensive list of all duties and responsibilities that may be required in this position. There may be additional activities and other duties as assigned.

SCHEDULING & COMPENSATION:

This is a full time salary exempt position requiring both weekend and weekday hours. We offer a competitive base salary plus commission on new accounts. Benefits include paid time off, paid sick leave, health/dental/vision packages, short-term disability and retirement savings. Salary is commensurate with experience.

TO APPLY:

Applications must include a cover letter, resume, and salary requirements and should be sent to: HR@HotBreadKitchen.org. Please include "Sales Director" - Your Name" in the subject line.

Hot Bread Kitchen is an equal opportunity employer and is committed to promoted a diverse workplace.

