



## **SALES MANAGER**

### **ABOUT HOT BREAD KITCHEN:**

Hot Bread Kitchen creates economic opportunity through careers in food. We achieve our mission through our programs: Bakers in Training, a 6 month, paid on-the-job training program in bread-baking for low-income women from East Harlem and around the world and HBK Incubates, a culinary incubator that provides licensed commercial kitchen access and business development support for food entrepreneurs.

### **JOB DESCRIPTION**

Hot Bread Kitchen is seeking a driven, organized, collaborative and well-spoken Sales Manager who is passionate about advancing the Hot Bread Kitchen brand through Wholesale, Retail and Ecommerce sales efforts. Reporting to the Sales Director and working closely with the Sales Team, the Marketing Manager and the retail sales staff, the Sales Manager will work to identify and land new business, will be a customer service specialist and an articulate champion of our mission and our products.

### **ESSENTIAL DUTIES AND FUNCTIONS**

- Execute on multi-year sales plan that leverages existing brand in retail markets, wholesale accounts and web presence
- 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.
- Collaborate with the production team to develop the highest quality products that support sales goals and communicate the mission of Hot Bread Kitchen.
- Establish and execute a customer service and retention plan to ensure satisfaction and to drive continuous improvement with service and product.
- Oversee and expand Retail Staff to meet the full potential of the retail market and maximize profit.
- 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.
- Develop and oversee an e-commerce growth plan that considers analytical data, competitive analysis and Hot Bread Kitchen's core competencies to strategically offer the best products and deliver maximum sales.
- Compile a database of prospective strategic customers to partner on our mission-driven message and collaborate with the marketing team to deepen wholesale customer relationships through messaging and social media and to support and promote retail events.
- Accurately quote pricing, credit terms, ordering deadlines and delivery options for new and prospective accounts while delivering product recommendations that suit customers' needs.
- Organize and deliver samples, sales kits and marketing materials for new accounts.
- Organize and man training sessions, demonstrations and events to promote our products.

- Complete all new customer data entry and paperwork that is required for new accounts.
- Maintain up-to-date records in Salesforce for all leads and customers, input sales and maintain sales dashboards weekly, and report on performance weekly and monthly using this data.
- Travel throughout New York City, the five boroughs and the Tri-State area to call on regular and prospective customers and maintain communication via phone and email.

### **ATTRIBUTES**

- A passion for Hot Bread Kitchen's mission and products.
- Extremely organized with impeccable attention to detail.
- A desire and ability to implement change and systems to improve performance and efficiencies through the business.
- Excellent interpersonal and 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.
- Proficiency in all Microsoft Office applications including Excel required. Experience with Salesforce, Zbake or other recipe costing software, WordPress, HTML, Google applications including Google Analytics, Adobe Creative Suite (including InDesign) a plus.
- Demonstrated ability to effectively interact with people of diverse socioeconomic, cultural and ethnic backgrounds.
- Flexibility in working weekends and holidays.
- Ability to travel within the NY Metro and Tri-State Area, valid driver's license with clean driving record.
- 2-5 years outside sales experience within the food industry, bakery/bread experience preferred.

### **COMPENSATION:**

This is a full time position with eligibility for benefits including paid vacation and holidays, paid sick leave, health/dental/vision packages, short-term disability and retirement savings. This position is also eligible for an annual performance-based bonus. 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](mailto:HR@HotBreadKitchen.org). Please include "Sales Manger - Your Name" in the subject line.

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