

JOB DESCRIPTION



Job Title:	Next Level Brand Ambassador
Reports to:	TBC
Location:	Field Based
<p>PenCarrie</p> <p>With 30 years' experience, PenCarrie has built a strong reputation as a leading B2B supplier to the garment decoration industry. Based in Willand, Devon, PenCarrie stocks over 4,000 product lines from over 80 of the industry's top brands from promotional t-shirts to high specification outdoor wear. With a primary focus on meeting the needs of customers, PenCarrie delivers not just on choice but on customer service, reliability and the values that makes it one of the leading companies in the market. We are a family business employing around 300 Team PenCarrie Members, each of whom is as passionate about the business as the next.</p>	
<p>Main Purpose of Job:</p> <p>As the sole distributor of Next Level in the UK market with access to the European market, we require a Brand Ambassador to endorse the Next Level brand to the PenCarrie customer base across the UK and possibly Europe and extend to potential new customers within our B2B markets.</p> <p>In this Brand Ambassador role, you will:</p> <ul style="list-style-type: none"> • Become the face of Next Level for the trade B2B market, while demonstrating the key attributes that make it the premium US promotional clothing brand it is known as; • Monitor and understand the marketplace and maximise the brand potential across all UK market sectors, especially the licenced and music merchandise channels; • Achieve sales targets, company KPIs and maximise sales potential within each customer account ensuring growth in profitability for the brand. 	
<p>Main Responsibilities:</p> <ol style="list-style-type: none"> 1. Undertake full training of the PenCarrie brand and systems alongside the Next Level culture, products, and brand, and maintain training to keep abreast of updates, changes and new products. 2. Identify existing and prospective customers from the PenCarrie customer base. 3. Focus on key market areas for the brand such as the music merchandise providers, suppliers to retail, licenced product, and key media properties. 4. Monitor and understand the marketplace and potential marketplace to maximise market penetration. 5. In any given working week, to spend one day on administration, appointment making and completing visit notes; and to spend 4 days making 2- 3 sales visits pre-booked visits per day totalling 8 - 12 planned visits per week. 6. Maintain excellent time management, diary planning at least 2 – 3 weeks in advance. This role will include extensive travel across the UK and will include on average 2 nights away each week and possibly a visit to the Next Level HQ in the US. 7. Develop a clear strategy to maximise face to face time on field visits to maximise sales growth. 8. Focus on target accounts' return on investment as part of the main strategy. The number of target accounts will remain fluid and increase over time. 9. Sales visits should raise brand awareness, increase brand sales, gain an understanding of likely potential sales and add value to the customer. 10. Training customers on products, maximising merchandise displays and creating detailed reports on brand presence, market pricing and competitor activity. 11. The Brand Ambassador should become an "expert" of the brand" and hold a stock of a wide sample range, Next Level literature, brochures, point of sale and other giveaways. 12. Take ownership for Next Level resolutions for queries and complaints and keep the PenCarrie business informed of actions taken. 13. Complete a weekly summary of activity for the Regional Sales Manager, MD and Next Level contacts outlining field visit reports and actions, and upload visit data into the Company system. 	

14. Complete a monthly overview including market feedback, potential product development, overview of customer contact, identify key accounts with greatest potential and the actions needed to maintain current business and secure additional business, and objectives for the coming month. Be prepared to undertake monthly calls with Next Level, allowing for the time difference between LA and the UK.
15. Maintain excellent communication with key contacts at Next Level copying in relevant PenCarrie team members.
16. Maintain excellent communication with the Business Development Team (BDT), Internal Sales and Customer Service Team to ensure a flow of information and market intelligence to maximise sales, including attending regular Sales meetings
17. Initiate and deliver Next Level product training to BDT and Regional Sales Managers.
18. Maintain communication with Marketing, Quotes and Returns teams to ensure promotions, deals and quality issues are monitored and followed up proactively.
19. Organise joint visits with the Next Level Sales Manager when visiting, and the PenCarrie Regional Sales Manager and other key Sales team members.
20. Take on any other responsibilities or tasks that are within your skills and abilities whenever reasonably asked.

Knowledge, skills and experience required:

Essential

- Excellent selling skills in a retail or face to face role, with a proven track record of meeting and exceeding sales targets
- Experience of managing key accounts and developing lasting relationships
- Experience of territory management and working in a wide territory
- Experience of business development
- Good verbal and written skills including strong presenting and report writing
- IT literate including good working knowledge of Microsoft offices packages specifically Excel, Word, Powerpoint and Outlook
- Administrative, organisational and time management skills
- Clean driving licence
- Full passport
- Be able to travel across the UK.

Desirable

- Experience in B2B sales
- Experience in the garment, corporate and /or promotional decorative clothing market

Competencies:

Customer Focus - Is committed to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect.

Action Orientated - Enjoys working hard; is action orientated and full of energy for the things he/she sees as challenging; not fearful of acting with a minimum of planning; seizes more opportunities than others.

Drive for Results

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Demonstrates concern for achieving or surpassing results against an internal or external standards of excellence; can be counted on to exceed goals successfully; is constantly and consistently one of the top performers; steadfastly pushes self and others for results.

Peer Relationships - Can quickly find common ground and solve problems for the good of all; can represent his/her own interests and yet be fair to other groups; can solve problems with peers with a minimum of noise; is seen as a team player and is co-operative; easily gains trust and support of peers; encourages collaboration; can be candid with peers.

Time Management - Uses his/her time effectively and efficiently; values time; concentrates his/her efforts on the more important priorities; gets more done in less time than others; can attend to a broader range of activities.

Organising - Can marshal resources (people, funding, material, support) to get things done; can orchestrate multiple activities at once to accomplish a goal; uses resources effectively and efficiently; arranges information and files in a useful manner.

Perseverance - Pursues everything with energy, drive, and a need to finish; seldom gives up before finishing, especially in the face of resistance or setbacks.

Strategic Agility

Sees ahead clearly; can anticipate future consequences and trends accurately; has broad knowledge and perspective; is future oriented; can articulately paint credible pictures and visions of possibilities and likelihoods; can create competitive and breakthrough strategies and plans.

Integrity and Trust - Is widely trusted; is seen as a direct, truthful individual; can present the unvarnished truth in an appropriate and helpful manner; keeps confidences; admits mistakes; doesn't misrepresent him/herself for personal gain.

Composure - Is cool under pressure; does not become defensive or irritated when times are tough; is considered mature; can be counted on to hold things together during tough times; can handle stress; is not knocked off balance by the unexpected; doesn't show frustration when resisted or blocked; is a settling influence in a crisis.

Approachability - Is easy to approach and talk to; spends the extra effort to put others at ease; can be warm, pleasant, and gracious; is sensitive to and patient with the interpersonal anxieties of others; builds rapport well; is a good listener; is an early knower, getting informal and incomplete information in time to do something about it.

Key Contacts:

Internal: Regional Sales Managers, Business Development Team, Internal Sales, Customer Service

External: Next Level key personnel, Customers

Prepared by:

Name: Director of Sales, Marketing and Customer Service, and HR

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