

SALES & MARKETING MANAGER - LANKHORST TASELAAR

Company details

Lankhorst Taselaar BV is an international wholesaler in the field of watersport articles. From its head office in Heerenveen and its branch in Rheine (Germany), Lankhorst Taselaar BV supplies more than 12,000 different products to water sports related companies such as water sports shops, shipyards, sailmakers etc. in the Netherlands, Belgium, Luxembourg, Germany, England, Ireland, Spain and Denmark. All goods are stored and distributed from its central warehouse in Heerenveen. The product portfolio consists of many well-known A-brands and private label brand, Talamex.

Lankhorst Taselaar is an affiliated company of Brunswick Corporation, one of America's longest established businesses. Brunswick Corporation endeavours to install "Genuine Ingenuity" in all of its leading consumer brands.

Lankhorst Taselaar is part of Mercury Marine, a \$2.44 billion division of Brunswick Corporation. With a network of 6,000 dealers, Mercury is the world's leading manufacturer of recreational marine propulsion engines. It provides engines, boats, services and parts to recreational, commercial and government users. Mercury's industry-leading brand portfolio includes Mercury and Mariner outboard engines; Mercury MerCruiser sterndrives and inboard engines; MotorGuide trolling motors; Attwood, Garelick and Whale marine parts and accessories; Land 'N' Sea, Kellogg Marine, Lankhorst Taselaar, Besto, Payne's Marine and BLA parts and accessories distributors.

For more information, see:

www.lankhorst-taselaar.nl

www.besto-redding.com

www.brunswick.com

www.mercurymarine.com

Function

The Sales and Marketing Manager is responsible for the sales results of Lankhorst Taselaar and is responsible for the marketing activities of Lankhorst Taselaar, Lankhorst Hohorst and Besto to support sales growth of these 3 entities.

Accountabilities:

- Contributes to the strategy and execution of the strategy of the company being part of the Management Team of the company.
- Determines and meets annual sales and gross-profit plans by forecasting and developing annual sales; projecting expected sales volume or profit for existing and new products and markets; analyzing trends and results; initiating corrective actions.
- Directs the annual planning, expense and budgeting processes for the Sales and Marketing department. Monitors progress monthly and accordingly to support corporate sales and financial requirements and guidelines.
- Develops appropriate control, performance measures and generates reports to assist in the accomplishment of the sales objectives. Provide comprehensive periodic reports to the management.
- Leads and manages the Sales and Marketing team by implementing departmental objectives, working methods, processes and procedures to meet the strategic, competitive, internal and external needs of the Company.
- Communicates the business objectives, plans, KPI's and performance to all employees in the sales and marketing team in order to maximize individual and collective contributions and commitment to continuously improve the performance of the business.
- Builds a high performing team culture that recognizes and rewards excellence and encourages individuals to strive for performance improvement.
- Ensures that sales and margin targets are met by managing and guiding the sales team. Optimizes market share in existing markets and seeks for and opens new markets for further growth.
- Supports account managers with customer contacts and is directly in contact with key accounts by making periodic visits; exploring specific anticipated new opportunities.
- Gathers and maintains competitive product pricing information from all regions. Develops and maintains regional market pricing models for complete portfolio of products. Establishes pricing strategies; recommended sales prices, discount structures. Approves proposed deviation from the set prices and discounts based on requests and recommendations of the sales team.
- Provides information by collecting, analyzing, and summarizing data and trends to identify existing and potential business development opportunities to both the members in the sales and marketing team as well as to the management team.
- Responsible for having (together with other departments) and following a clear Return Merchandise Authorization procedure.

Marketing

- Develops a marketing plan in close collaboration with the Marketing Manager.
- Ensures accomplishment of the marketing objectives by planning, developing, implementing, and evaluating advertising, merchandising, and promotion programs; developing field sales action plans.
- Develops and continuously improves online marketing including but not limited to the companies' websites, social media and the b-to-b portal.
- Responsible for keeping and managing the product specifications in all communication channels such as but not limited to the websites, catalogues and product leaflets.
- Creates press releases and newsletters.
- Organizes boat shows and customer events.
- Assists the Purchase team with development of product portfolio proposals and collaborates with senior management team on multi-year product portfolio.

Profile

- Bachelor or Master degree with business or marketing orientation, or relevant experience in a similar role
- 5-year experience in sales and marketing management
- Good coordination skills
- Good numerical aptitude
- Excellent verbal and written presentation and communication skills
- Analytical and result-oriented
- Open to travel/business trips
- Out of the box thinking
- Good organizational skills
- Stress resistant
- Team player and team builder
- Fluent in Dutch and English (both written and verbal). Any other European language is an asset
- Good working knowledge of MS Office and excellent on MS Excel

Offer

Lankhorst Taselaar BV offers you:

- an informal driven work environment
- the opportunity to develop your competencies further
- a competitive salary package in line with your experience and expertise