**Role Description & Person Profile**

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| **Job Title** | Sales and Marketing Director |
| **Business** | Global Supplements | AB Agri  |
| **Location** | Flexible  |
| **Role Level**  | 15 |
| **Team Structure** Reports to and direct reports | Reports to Managing Director, Global Supplements and has c5-8 direct and indirect reports |
| **Budget Responsibility** | Yes |

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| **Role Overview**Impact Statement  | The Sales and Marketing Director will be a strategic leader responsible for driving revenue growth and building brand equity across all sales and marketing channels. This role will oversee the development and execution of comprehensive sales strategies, marketing campaigns, and partnerships to achieve ambitious business goals. As a key member of the Global Supplements Leadership Team, the Sales and Marketing Director will collaborate across departments to align commercial efforts with company objectives, ensuring success in the Equine and Pet Supplement markets. |
| **Key Responsibilities** | * Develop and implement comprehensive sales and marketing strategies to achieve business objectives and Revenue / EBIT targets
* Lead and manage the sales team, setting clear targets and ensuring high performance standards
* Oversee marketing initiatives, including digital campaigns, content strategy, and brand development
* Build and maintain relationships with key customers, distributors, and partners to drive business growth
* Monitor market trends, competitor activity, and customer needs to inform strategic decisions.
* Collaborate with internal teams to align commercial efforts with overall business goals.
* Analyse sales and marketing performance data, creating actionable insights and reports
* Drive innovation in product promotion and customer engagement strategies
* Ensure consistent brand messaging and positioning across all channels
* Represent the company at industry events, trade shows, and conferences.
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| **Key Stakeholders** | * Global Supplements leadership team
* AB Agri leadership team
* ABF leadership team
* Customers
* Colleagues
* Industry and trade networks
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| **Other Factors**Travel, shift pattern, working hours, Licence type etc. | * Significant international travel required.
* Valid driving licence required.
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| **Required experience, qualifications, and necessary knowledge**  |
| **Essential** | **Desirable** |
| * Strategic Sales Leadership: Proven track record of leading high-performing sales teams and delivering revenue growth
* Marketing Expertise: Extensive experience in overseeing marketing campaigns, brand strategy, and digital initiatives
* Data-Driven Decision Making: Proficiency in analysing sales and marketing data to inform strategies and measure performance
* Relationship Management: Strong ability to build and maintain partnerships with key customers, distributors, and stakeholders
* Team Leadership: Demonstrated experience in managing and developing cross-functional teams
* Commercial Strategy Development: Expertise in creating and executing strategies that align with business goals
* Budget Management: Experience in managing budgets for sales and marketing initiatives
* Business English Language – spoken and written
 | * Equine/Pet Industry Knowledge: Familiarity with the equine and pet wellness/supplement market
* Digital Marketing Tools: Proficiency in platforms like Google Analytics, HubSpot, or similar tools
* Global Market Expansion: Experience with international sales and marketing strategies
* E-Commerce Growth: Knowledge of driving sales and marketing efforts for D2C platforms and E-Commerce channels including Amazon
* Innovation in Marketing: Experience in leveraging emerging technologies and trends for brand development
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| **Key Behaviours** | * Visionary Leadership: Inspires teams and stakeholders with a clear vision for growth and success
* Strategic Thinker: Balances long-term planning with immediate business needs
* Results-Oriented: Focused on achieving measurable outcomes and driving success
* Collaborative: Builds strong relationships across departments to align goals and initiatives
* Customer-Focused: Places customer needs at the centre of decision-making and strategy
* Innovative: Embraces creativity and new approaches to overcome challenges and drive growth
* Decisive and Analytical: Makes informed decisions based on data and market insights
* Resilient: Thrives in a fast-paced, dynamic environment with the ability to adapt to change
* Communication: Outstanding clear and concise communication skills across all channels
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| **AB Agri High Performance Framework** | Our high-performance framework is a set of guiding behaviours which have been created with people from across our businesses to enable great performance across the organisation. The focus is on what you can do to demonstrate high performance in your role, as well as the behavioural inputs to assist you getting there. * Pioneering – Curious, spirited and bold. We lead the right way.
* Excellence – We seek excellence in all that we do.
* Growth – We create ways for our people and customers to thrive. That’s how we keep making a difference.
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| **AB Agri Leadership Framework** | Our Leadership framework is a set of principles outlining what leaders must know and must do. It clearly defines the requirements for leadership. As we have big ambitions for our future, we need to ensure all leaders are pulling in the same direction to help us achieve our business goals. * Creates direction and purpose.
* Drives and delivers commercial excellence.
* Engages people.
* Develops self.
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