



CANADA'S PREMIER CHOCOLATIER SINCE 1873

National Sales Manager Ganong Bros. Limited

Ganong Bros. Limited is a confectionery and chocolate manufacturer based in St. Stephen, New Brunswick. Established in 1873, Ganong is a family owned and operated company and is the oldest confectionery manufacturer in Canada. The company is committed to providing quality products with established brands for sale in the Canadian market.

We are currently seeking a **National Sales Manager** based in Toronto. Reporting to the Director of National Sales, the **NSM** will be responsible for driving profitable sales growth - for Ganong Branded products – through direct and indirect management of a number of National and Regional Accounts.

Working out of your home office, in the Greater Toronto area, the incumbent will regularly and effectively represent Ganong to Key Accounts in a professional manner that promotes the aggressive growth of Ganong products within the mandate of Ganong sales and marketing plans. Routine travel to key client sales calls across the country will be required with an estimated travel percentage of 25%.

Key Responsibilities:

- Achieve sales objectives as per the Key Account and Channel path
- Develop and implement annual business plans and manage to monthly, quarterly and annual expense and revenue budgets
- Develop account specific business plans - that are on strategy with Ganong sales and marketing plans
- Maintain and ensure valid sales forecasts to provide visibility to manufacturing and meet high customer service objectives
- Diligent maintenance of trade spend, by-account, including on-going follow-up of deductions
- Ensure continued mutually profitable relationship between Ganong, Broker Partners and Key Accounts in the Food, Mass and Drug channels
- Provide direction internally (Ganong) and externally (broker & customers) to effectively execute the business plans at key account and retail level
- Promote Marketing initiatives (new products, POS, category reviews, etc.) to fully maximize the accounts potential
- Develop and present effective presentations as they relate to Ganong products – i.e. category reviews utilizing all available tools
- Influence growth in our categories through a focused decision making process
- Respond and manage customer issues ongoing. Provide candid feedback and recommendations on Key Account concerns / opportunities in order to maximize effectiveness and efficiency
- Represent the company values in all interactions with customers and stakeholders





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Required Experience

- Minimum 10 years' experience in the Packaged Goods industry
- Minimum 5 years' key account experience
- Deep understanding and appreciation for the use of Fact Based Selling and Category Management
- Computer proficiency – including: Retail Link, Workstation Plus and Microsoft Office
- A self-starter with an ability to work both independently and as a team member
- Strong organizational skills
- Good communication skills, both oral and written
- Well-developed strategic thinking skills
- Results oriented with a sense of urgency
- High level of critical thinking and problem solving
- Strong advocate of continued improvement and life-long learning
- Capacity and desire to assume more significant responsibilities over time
- Comfortable in a fast paced dynamic environment
- Conscientious with high level of integrity, social responsibility and respect

Additional Qualifications:

- Bachelor's degree in a relevant field
- Proven track record of success in account management with a focus on fact based and opportunity selling
- Sound understanding and experience dealing with Loblaw, Shoppers Drug Mart, Wal-Mart and Sobeys
- Private Label development and management is a key asset
- Experience in sourcing and analyzing market level and account data for use in internally and externally
- Hands on experience strategizing and negotiating complex sales deals
- Ability to operate at both a strategic level and a detailed operational level
- Solid communication, presentation, networking and organizational skills
- Must be authentically honest and ethical, smart, passionate, energetic and results focused

**Interested candidates should apply on or before January 13, 2017 to:
Ganong Bros., Limited, One Chocolate Drive, St. Stephen, NB E3L 2X5**

E-mail: sdeveau@ganong.com

Please reference Job Posting #20122016 on your application

Ganong appreciates all applicants; however only those selected for an interview will be contacted

