



Position Description – mokopuna merino - account manager

This is the position description letter referred to in your Employment Contract dated / / . The intent of this job description is to provide a representative and level of the types of duties and responsibilities that will be required of positions given this title and shall not be construed as a declaration of the total of the specific duties and responsibilities of any particular position. Employees may be directed to perform tasks other than those specifically presented in this description.

Business Summary

- mokopuna merino limited is a private limited liability New Zealand company (“mokopuna” or “mokopuna merino”), owned by Most Excellent Holdings Ltd, which group also includes phil&teds, mountain buggy and prorack roofracks.
- mokopuna merino designs, manufactures and distributes premium mokopuna merino and mokopuna merino 100% pure new Zealand merino clothing for 0 – 4 year olds. Product is made in China from NZ merino.
- It manages distribution in NZ, Canada, the UK and Australia, and has a distributor in Norway. There is substantial interest for its products in other parts of the world. It has open access to the phil&teds network in 45 countries in the world including its sales offices in Europe and the USA.
- mokopuna merino is a growth concern looking to expand and develop its business in markets worldwide.

Business Purpose

The purpose of the group, of which mokopuna merino is part, is to build a large sustainable business in the juvenile market, by seeking an outstanding contribution from our 1st class people - we hire the best people we can, and back them to succeed, rewarding them with new opportunities, and a unique culture and spirit – from the fusion of:

- Industrial design that is the aspiration of customers, competitors and retailers alike
- Marketing our brand(s) superbly using our power application or POS; web; catalogue; and the product itself
- Supply chain partners that support our activities with high-quality, reliable, on-time, fair cost production
- Sound commercial disciplines.

We work hard to create new product categories and employ business methods that enable us to do this.

Our Business Objectives

The following are the goals of the Group for 2009-10:

- Sales: Successfully grow our business with individual accounts as a substantial, reliable brand, with more products and greater stock turns. Sell-in and sell-through new products. Grow our revenues at least 20% in every market, for all brands.
- Marketing: Maintain a strong POS footprint in 2,000 of the best stores worldwide; successfully launch new products; be seen as an outstanding international brand marketer; keep promoting ours, as the brands of choice for active lifestyle consumers; maintain a ‘net promoter’ score of 7+ for all products
- Design: Implement the new and existing product programme, improve factory quality assurance; and review existing product for standards conformity and continuous improvement; be recognised within and outside our industry as delivering outstanding industrial product designs.
- Supply: Maintain excellent working relationships with our key supply chain partners, reduce the costs of products and improve our quality control to near perfection.
- Costs: Reduce the cost and time of low-value data processing with higher technology and allow more effective communications. Maintain gross margins. Invest wisely.
- People: Create a positive, rewarding culture; give them opportunities to excel; organise the business to allow them the freedom to develop their potential.

Position Summary

You are primarily responsible for managing all inputs to, and outputs from the ‘home markets’ of Australia, New Zealand and Canada, by way of sales, support and merchandising. Agents are employed in the UK, and Canada for sales. Through effective customer representation, encouraging their commitment to range and sell our products, and dealing with issues and opportunities that arise, you’ll achieve our sales targets by customer and by product line. This role encompasses two key functions:

1. Leadership, as manager, of the sales effort for NZ and Australia, and leadership of the sales agents in Canada , the UK, and (and others as we develop them). Success in this part of the role will come from setting clear expectations for yourself and the agents, for the levels of customer service we desire.



2. Your personal account management, through selling, merchandising and training a portfolio of accounts in NZ and Australia - including key and secondary accounts.

You can expect substantial input, leadership and resource from the ceo and the sales director, assisting you achieve in this role.

In your first 90 days we expect you'll achieve the following:

- Organised
 - o A reporting arrangement with the ceo and sales director for communications and efficiency
 - o tactical sales plans (who does what when and how they do it) for NZ, Canada and Oz, and planned the activities needed for the year
 - o Training for existing merchandisers in Australia, as any new mokopuna sales people
- Received 2009/10 budget and set sales, merchandising and training plans for year
- Reviewed
 - o daily practices and implemented required changes for the wellington operations
 - o goals and objectives for the mokopuna creative resource (product design and marketing)
 - o territory and resource allocation (who does what) on the NZ sales desk/team

If you plan and organise well, then its easy to lead a rewarding and successful effort.

As account manager, you develop and monitor the account plan which reflects mokopuna's product and marketing initiatives for the year. You are responsible for the sale of the mokopuna product range into key juvenile and boutique merchants in Australasia, achieving sales goals through the account plans, whilst providing outstanding customer service and building strong win/win relationships with key accounts.

The position is responsible for providing relevant, timely, and accurate information analysis and recommendations for business management – with the initial focus on efficient management of inventory. This requires the planning and scheduling of sales, demand forecasting and production recommendations. You will need to review production plans and inventory, to ensure it is aligned with sales forecasts and inventory targets.

Objectives

The primary objectives of your role are:

1. be a leader:
 - a. lead the mokopuna team effort, day to day, to meet the required account service levels and overall sales plan for the market
 - b. be a mokopuna merino evangelist spreading our message throughout our retailer network, ensuring retail staff understand our brand, our philosophies and our unique selling propositions (training / mokopuna university).
 - c. be a strong advocate for customer service within mokopuna, so that we can meet their expectations
 - d. encourage, inspire and coach other staff to achieve and excel.
2. Achieve results:
 - a. Develop and manage the account management program with best practice approach.
 - b. Develop and manage the sales team who report to you, (in terms of productivity, sales, customer service, training and merchandising).
 - c. Meet or exceed sales targets, and identify business improvement and growth opportunities
 - d. Maintain and grow the existing account / door base, their commitment to and effective advocacy of the mokopuna brand, and expand the product ranged, reflecting in higher per door sales.
 - e. Develop and implement successful sell-in and sell-through activities, for both new product launches and promotions, in association with marketing.
3. Communicate well internally and externally:
 - a. Ensure that our customer needs are well understood
 - b. Through internal liaison and continuous review, ensure marketing and selling initiatives are aligned
 - c. Maintain strong direct relationships with key accounts
4. Reporting:
 - a. Complete monthly, quarterly, annual market and sales reports
 - b. Participate in annual budget setting
 - c. Monitor performance of all accounts and of team who report to you

Performance metrics



- Input KPIs - people trained, POS placement, plan quality and milestone achievement, customer satisfaction, calls/visits made, new product launch and sell through
- Output KPIs - doors, sales per door growth, Overall YTD and 12 month rolling average \$, volume, margin and mix targets, direct reporting staff who achieve 4+ gradings

Key Relationships

- The position reports to the sales director
- The position is located within the phil&teds sales team however, the role will work closely with all facets of the phil&teds and mokopuna business.
- Specific relationships include, our most excellent retailers, sales support staff, Australian merchandiser(s), sales director, co-workers, and the CEO.

Skills, Knowledge and Proficiencies Required

- Selling skills incl. sales call cycle control, ability to create value, a high level of selling skill and ideally in branded consumer goods, and product knowledge.
- Flair, élan, spirit and a team player
- Able to plan your own work schedules and meet company and other deadlines without supervision. Able to work under time and personal pressure when the situation calls for it. Able to focus so that the work is completed without error, delay or unnecessary assistance. Able to work effectively and efficiently with others - internal and external to the company.
- Professional approach in communications with internal and external contacts. Represent the company and its values with the utmost integrity.
- Terrific communication skills (listening, negotiating, presenting, one-on-one and in groups). You must have clear, intelligible written and verbal communication.
- Windows based computer systems including learning new computer systems and programmes that the company may adopt.
- Comfortable using Microsoft Office Suite.
- Be an advocate of phil&teds' philosophy, values and branding policies.
- Relevant record-keeping, file maintenance and paperwork skills.
- Solid problem solving & prioritization skills with the ability to make sound decisions in a fast paced environment.
- Solution oriented approach to issues that arise with excellent follow-up skills to ensure issue resolution.

Account management summary:

Market Planning and Reporting

Develop, monitor and report progress to attainment of the market plan which is the aggregation of the portfolio of account plans. You will execute the account management plan by implementing tactical and strategic plans including scheduling key product launches, implementing marketing initiatives and channel development.

Account Management

Implementing a strategic selling based approach, you'll execute account management and, leading to the higher mokopuna sales per account/door by:

- segmenting the current portfolio of accounts and individual doors – with emphasis on identifying doors offering the greatest sales growth potential in terms of dollars per door (AA doors) as well as ranking according to current sales per door (A, B and C doors)
- developing, continually evolving and monitoring individual account management plans for each high potential and high value door (AA and A doors), with the sales director's support. Also manage plans for second tier store categories (i.e. a plan for category B doors and for category C doors).

Account management plans to follow proven format comprising of:

- Key account profile, account status and insights to business drivers
- Identification of opportunities and barriers to door sales growth
- Accurately forecasting account / door requirements and effectively build this into the consolidated market forecast with the assistance of the global forecaster
- Formulated plans / initiatives in response to the identified opportunities and barriers (e.g. incentives, joint promotional initiatives, service standard changes, special POS or merchandising initiatives or cycle changes, SKU expansion or product bundling, special training, strategic sell in opportunities etc)
- Definition of plan milestones, leading indicators (call numbers, number of in-store staff trained) and lag indicators/targets (sales outcomes) for monitoring and response.



- Executing account management plans including face to face activities, sell in/through, training, rapport building, winning advocacy and collaboration in POS placement and joint initiatives. The account manager will be responsible for in-store brand and product training including motivating in-store staff to promote phil&teds through participation in phil&teds universities. Strategic sell in initiatives will reflect new product releases, phil&teds or customer driven promotional initiatives and customer purchasing cycles.
- Monitoring account management plan performance, ensuring lead indicators (planned call cycles, training, merchandising delivery and milestone completion) are on track and match customer (stockist) requirements and expectations. Also ensuring that lag indicators (sales per door, sales mix etc) remain on track and formulating appropriate corrective actions and plan revisions as appropriate. Following up and resolving any merchandising and sales support delivery issues.

Channel Development

Identification and assessment of channel (retailer) expansion opportunities in conjunction with the sales director. Also identifying channel conflicts (stockists un-suited to the mokopuna brand etc) and resolving those conflicts (e.g. account rationalisation) in conjunction with the international sales director.

Other

The role will require a reasonable level of local and international travel. You must also maintain a clean driving licence.

mokopuna merino philosophy, values and goals

The company seeks to be a leader in merino clothing for juveniles in its chosen markets. Our Group purpose is to be a major player in the design, manufacture and sales of innovative, well made, quality, “kids & travel” products for the infant and child sectors. We seek major export sales, seek to be a market leader, to have simple and clear goals, and to be seen as successful. We seek to be the brands of first choice for parents who want to continue to live and enjoy a dynamic lifestyle, with kids. We seek to achieve this, through:

- products exhibiting design innovation
- a great brand experience and
- our ‘most excellent’ spirit.

Some of the ways we aim to achieve this are;

- to be clear in our values and principles,
- be passionate about what we do,
- have a partnership approach,
- be brand builders not traders,
- be as direct as possible,
- innovate rather than copy,
- operate with integrity and teamwork, with quality relationships.

We are a builder of brands: phil&teds, mountain buggy, prorack and mokopuna merino 100% pure merino clothing. We believe that positioning & story telling are key to building a sustainable long term business. As you develop your career within the company, we expect you to have a significant influence in the achievement of these aims.

In your role, you can have a significant influence in the achievement of these aims.

Remuneration

Salary Band \$45,000 to \$55,000 p.a. gross

I, _____, confirm that I have read and understood the Position Description

Name
Signed
Date