



Sales Manager Pardoo Beef Corporation

Background

Pardoo Beef Corporation (PBC) is a 15,000 head Wagyu pastoral and irrigation production facility located in the Pilbara, Western Australia.

The owner's vision is to deliver 100% pure bred boxed Wagyu for domestic and international markets reaching 10,000 head per annum by 2025, and for the long-term vision of 30,000 head of pure-bred Wagyu cattle per year by 2030.

The company is seeking the appointment of a dedicated and experienced Sales Manager to join the team of 35. Website www.pardoo.com

The Opportunity

An exciting career opportunity is available to work with this boutique beef company, leading the sales of their beef products in both domestic and international markets. The company has been operating in the Australian market for five years and will continue to expand as it builds its investment in Australia's beef supply chain.

As Sales Manager, you bring to the role an existing network of beef buyers in domestic and international markets covering food service, wholesale, retail and value-added sectors.

Duties and Responsibilities

- Develop and manage sales programs of boxed beef as both a full carcass and on a price by cut specification.
- Develop and drive marketing strategies to improve brand awareness and increased sales.
- Coordinate with Pardoo Pastoral, Wagyu and Processing units to develop consistent supply chain across the whole quality spectrum.
- Undertake liaison with beef processing units to ensure cost efficiency and alignment with customer requirement.
- Execute domestic and international sales strategy to deliver growth to the business.
- Proactively initiate new business relationships with qualified customers.
- Strategically negotiate sales contracts and pricing, through efficient carcass utilisation, delivering higher sales margins.
- Retain and maintain existing customers through sales initiatives.
- Analyse sales statistics and market data to identify opportunities for campaigns and services that will lead to increased sales.
- Undertake domestic and international travel as required.

Selection Criteria

- Strong knowledge of the beef sector (required) and Wagyu (desirable) and well-developed analytical skills.
- Ability to proactively source and secure buyers whilst building and retaining brand knowledge and loyalty.
- 5-10 years of domestic and international beef sales and marketing experience.
- Existing direct networks with beef buyers in international markets, including one or more in each category:
 1. North Asia and ASEAN (China, Singapore, Korea, etc.)
 2. USA, Europe and Middle East
- Well-developed knowledge and understanding of Asian and Global markets.
- Understand strategic priorities, plan & implement sales & marketing strategies with clear measurables.
- Experience with beef processing activities to ensure customer specifications are met in a cost-efficient manner.
- Demonstrated track record in delivering price by cut meat sales to multiple international markets will be viewed favourably.
- Strong team focus at all levels within the business and across the supply chain, including feedlot, processing and international stakeholders.
- Excellent interpersonal and communication skills with the ability and confidence to initiate new relationships.
- High integrity and strong work ethic, with a strong focus on sales deliverables.
- Able to easily adapt to changing priorities to meet customer and business needs.

Employment Terms

- The position reports to the Chief Executive Officer and is available either as a Full Time Employee or on a Consultancy basis.
- One-year appointment initially followed by performance review.
- Three-month probationary period before the appointment is finalised.

Qualifications

- Tertiary qualifications in business and/or marketing, minimum of 5 years sales experience.
- Demonstrated credibility in export meat sales and the red meat supply chain.
- Proficiency in Mandarin desirable.

Remuneration

- Commensurate with the position requirements, qualifications, experience and personal attributes.

Submitting your application

- Applications with a resume and references should be submitted via email to Ms Monica Chetty:
monica.chetty@pardoo.com Tel 0437 576 045
- Applications close on 21 November 2019