

Sales Manager - Wagyu Branded Beef

Location

Onsite at our WA Corporate Head Office or the opportunity to work remote if located in QLD, NSW or VIC

About Us

Stone Axe Pastoral Company is a leading producer of high-quality Australian Wagyu. With a commitment to excellence in every aspect of our operations, we pride ourselves on delivering ultra-premium Wagyu to both domestic and international markets. Stone Axe Pastoral Company produces and distributes multi-award winning beef brands Stone Axe Wagyu, Cobungra Station Wagyu, and Margaret River Wagyu Beef.

Job Summary

Reporting to our Group Sales & Marketing Manager, we are seeking a dynamic and experienced Sales Manager to strategically drive our brands domestically and internationally. The ideal candidate will have a strong background in sales within the red meat production industry, particularly in the premium beef segment. This role offers an exciting opportunity to contribute to the growth and success of our brands in key markets domestically and around the world. This role will also involve new business development by identifying and pursuing opportunities with potential clients.

Key Responsibilities

- Assist with the development and implement strategic sales plans to achieve a forward sold position and maximise carcass utilisation.
- Ability to take a holistic view and collaborate with the greater team.
- Identify and pursue new business opportunities, both domestically and internationally to expand market reach and increase sales revenue.
- Build and maintain strong relationships with key distributors and partners to drive sales growth and brand loyalty.
- Collaborate with our internal marketing team to ensure alignment of sales strategies with brand positioning and customer needs.
- Monitor market trends and industry bodies to identify opportunities.
- Create sales reports and analysis for senior management, offering insights and recommendations that align with the business objectives.
- Flexibility to undertake domestic and international business travel when required.

About you

- Proven track record of sales in red meat production.
- Strong understanding of the red meat industry, domestic and international red meat markets.
- Excellent communication, negotiation and interpersonal skills.
- Strategic thinker with the ability to develop and execute effective sales and production plans.

Benefits

- Competitive salary with performance-based incentives.
- Flexible work environment with remote work options available.

If this sounds like you, send your application to sarahw@stoneaxepastoral.com.au addressing the above criteria.