



Job Title: Sales Manager  
Supervision: Staff and volunteers  
Pay Grade: Salary + Commission  
Benefits: Negotiable

Reports to: Regional Manager  
Location: North Little Rock, AR  
Travel Required: Up to 40%

## Who We Are

New South is a farmer-owned cooperative that sells, aggregates, and delivers locally grown produce across the Mid-South. Our headquarters is located in North Little Rock, AR, but we have operations, markets and producers across the state and into Western Tennessee. Our cooperative was formed in 2014 and we have been growing our Community Supported Agriculture program and retailer relationships ever since. We're proud to be fresh, local, and farmer-owned, and are looking for the right person to lead us through our next phase of growth.

## Overview of Position

The Sales Manager will complete two distinct functions: Leading all sales efforts with retail and foodservice customers, including end-to-end account stewardship; and serving as operations support at the regional Warehouse. This position will be expected to build new sales leads, maintain a weekly sales sheet, and perform reporting on sales progress as requested by the Cooperative's Leadership. As the regional operations support, this position will conduct product deliveries, monitor facilities and equipment, and attend local promotional events to support the New South sales strategy.

## Minimum Requirements

- Bachelor's degree plus two (2) years of related experience in the areas of sales, customer service, or product development; or eight (8) years experience
- Valid driver's license and clean driving record
- Experience in retail sales or back of house purchasing
- Knowledge of the produce industry generally and local food particularly
- Proven track record of exceptional sales growth and ability to work in a budget

## Preferred Requirements

- Experience selling or purchasing produce specifically
- Knowledge of the region's local food scene and potential accounts
- Knowledge of local food sector and market linkages to small agriculture

## Responsibilities

<p><u>SALES</u> 50%</p>	<p>Perform weekly sales cycle with retail and foodservice customers, providing clients with the highest level of customer service.</p> <p>Maintain clear records of sales and report on trends and market developments. Onboard clients efficiently &amp; professionally, ensuring all parties clearly understand expectations from the other</p> <p>Develop new accounts and grow sales in accordance with performance objectives</p>
<p><u>COMMUNITY ENGAGEMENT</u> 20%</p>	<p>Develop point of sale marketing materials for individual accounts, and perform on site demos and dinners</p> <p>Work with regional farmers to build the region's local food infrastructure, selling what farms grow</p> <p>Ensure timely and honest, continuous feedback to farmers and partners regarding product quality</p> <p>Inform the regional production allocation among farmer partners of the region</p>
<p><u>OPERATIONS</u> 10%</p>	<p>Ensure compliance with all relevant food safety regulations</p> <p>Perform product deliveries and aggregations as business requires</p> <p>Oversee safe and efficient produce transportation and storage</p> <p>Research new crops &amp; packaging methods to increase sales</p> <p>Supervise seasonal staff and volunteers</p>
<p><u>COOPERATION</u> 20%</p>	<p>Provide accurate, thorough, and timely reporting to the Regional Manager to ensure high accountability, and proactively communicate on strategic issues</p> <p>Develop a strong working relationship with area Farms as their voice to the Market.</p> <p>Develop a strong relationship with Regional Partners, focusing on improving the regional food system's access to markets</p>

## Most Critical Proficiencies

- Possession of excellent customer service skills and an understanding of how to generate dynamic sales growth from an early stage
- Knowledge of general office procedures, including Microsoft Office (i.e. Word, Access, Excel, Outlook) and the ability to create documentation using software required.
- Collaborative team-building skills with strong systems thinking, organization and management skills, and the ability to work with culturally diverse populations and communities.
- Ability to understand program budgets and financial performance
- Ability to research an issue and share findings in an organized and clear manner.
- Strong commitment to social justice and diversity in both supplier and buyer relationships

## Essential Job Functions and Physical Demands

- Willingness and ability to travel extensively throughout the region
- Ability to lift from floor to waist and carry up to 50 pounds floor to waist at various locations/project sites, and to work in outdoor temperatures and various weather conditions as needed
- May require constant sitting; working at a computer and focusing for extended periods of time and performing office environment activities while on the road and/or in remote conditions
- Ability to work with sensitive information and maintain confidentiality.
- Ability to exhibit positive, proactive problem-solving and communication skills.
- Demonstrated communication skills (written and oral) for training materials, proposal preparation, public relations and communicating with partners.
- Ability to work independently, enthusiastically and efficiently with minimal supervision.