

Job Identification

Job Title: National Roofing Sales & Product Manager
Division: Bailey Metal Products Limited
Department: Sales
Reports to: Vice President of Sales

Job Purpose Summary

The Roofing Product Manager is responsible for the sales, commercialization, product development, forecasting, market pricing, etc. of Bailey's roofing products. Planning and execution, gathering and prioritizing product and customer requirements and defining the product vision are key to this role. The incumbent is the main point of reference for all product related enquiries and is responsible for providing the Sales team with the necessary technical expertise to enable them to sell Bailey's roofing products. The National Roofing Sales & Product Manager is also responsible for ensuring financial targets are met and that systems and resources are effective and well implemented. This position will receive and evaluate incoming customer service requests and facilitate any necessary changes to Bailey's product development.

This individual will develop ongoing, profitable relationships with customers and continually maintain a professional image of the company. Strategic thinking and planning, integrity, passion, people management and in-person presentational skills are essential for this role.

This position reports directly to the Vice President of Sales and will work collaboratively with all departments including but not limited to Sales, Customer Service, Operations, Marketing and Finance to ensure revenue and customer satisfaction goals are met.

Responsibilities and Accountabilities

The responsibilities and accountabilities of the position include but are not limited to the following:

Sales & Marketing:

- Establish and maintain relationships with new and existing customers through email, video/telephone calls, in person meetings, and industry events. Ensure all reasonable customer requests and needs are being met in a timely manner.
- Work closely with customers to understand their business needs.
- Represent company and perform professional presentations or demonstrations of company products at professional shows and trade exhibitions.
- Emphasize product features and benefits, quote prices, discuss credit terms, and prepare sales order forms and/or reports.
- Actively manage call schedule to adequately cover assigned territory in a time-efficient manner.
- Use marketing data using applicable sales management software tools to maximize sales efficiency and effectiveness.
- Establish territorial responsibilities and assigns staff to ensure adequate professional coverage.
- Manage the overall performance of the Roofing Sales Department, including annual budgeting process, individual Commission/Sales and customer/product responsibilities.
- Ensure that all employees have the right tools, information, and knowledge to work effectively, serve our customers and uphold the company objectives.

- Carry out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.
- Develop, coach, mentor and motivate direct reports by conducting annual employee performance and goals reviews and holding regular employee and departmental meetings.
- Participate in the recruitment and selection process and employee performance management issues with the assistance of Human Resources.
- Work with Director of Commercial & Retail Sales, National Retail Sales Manager and Regional Sales Managers to set regional volume goals and devise a plan to ensure goals are met.
- Develop a national distribution strategy that identifies customers, pricing, products and region.
- Conduct regional site visits on a regular basis which should include travel with Sales Reps to customers and/or job sites.
- Work with Marketing and regional stakeholders to determine packaging requirements (materials, quantities, formats, branding) and ensure standard packaging requirements are met across all regions.
- Ensure the creation, maintenance and deletion of product part numbers in SAP.
- Work with the Marketing to provide insight and develop strategy to promote and launch new products (i.e. displays, website, brochures and social media).
- Provide insight and recommendations on the way information is delivered to customers and how Bailey Metal presents its products to the public.
- Monitor and ensure product literature is up-to-date.
- Act as a resource for incoming Customer Service calls and requests for product related information including, information binders and samples.

Financial:

- Participate in annual Sales Budget preparation by setting targets for current and new business.
- Review financial information to determine opportunities to improve margins and develop pricing plan.
- Understand competitive market pricing in all regions, and document on a regular basis.
- Develop and maintain a comprehensive national pricing strategy and structure.
- Perform analysis on national price lists for each customer/buying group when requested.
- Work with the Finance, Operations and Steel Purchasing departments to find and develop methods to reduce product costs.
- Keep a record and document product development activities (testing, operations involvement) and work with consultant to provide the necessary SR&ED documentation.

Product Development & Training:

- Assess market competition to identify new product opportunities and enhance product portfolio.
- Become the product knowledge expert for the product line and ensure product training delivery to the sales team. Ensure all Sales Representatives have baseline knowledge of all products.
- Ensure that the Sales team is kept up to date on new developments regarding Bailey or competitor products.
- Ensure that product quality standards are set and standard operating procedures are in place.
- Define product specifications (coating, thickness, colour, etc.) for each region.
- Work with customers to identify new product opportunities and/or needs.
- Provide guidance and mentoring to subordinates and colleagues.

General:

- Maintain a high standard of professional knowledge, ethics and practices when dealing with customers, suppliers, peers, subordinates, supervisors and other key stakeholders of the company.
- Provide technical information and product knowledge to all levels of contractors and end users on all Bailey product lines.
- Conduct oneself in a professional manner that reflects integrity and respect towards customers, suppliers, peers, subordinates, supervisors and other key stakeholders of the company.
- Understand, support and adhere to the company's health and safety policies, programs and procedures by communicating and promoting health and safety awareness to coworkers and subordinates.
- Any other duties as assigned.

Qualifications

- Diploma or degree preferably in marketing, business, or related field.
- Proficient with Microsoft Office applications including PowerPoint, Word and Excel.
- Excellent verbal and written communication skills.
- Strategic thinking and planning.
- Highly organized, self-motivated and able to contribute to a team environment.
- Technical aptitude desired.
- Negotiation skills.
- Ability to attend and conduct presentations.
- Management experience.

Working Conditions

- Travel – less than 50%
- Overtime as required.