



JOB DESCRIPTION

INTERNATIONAL SALES MANAGER

About Us

With years of experience in importing and distributing products from all corners of the globe, particularly the vibrant markets of the Far East and China, we've honed our expertise. Our brands cover everything from surf and skate to water sports, outdoor play, and toys, catering to diverse interests. While we specialize in providing affordable options, our commitment to cutting-edge design, quality, and value for money sets us apart. Behind every product is our dedicated in-house design and development team, constantly dreaming up fresh and innovative ideas. We believe that evolving our brands and products is key to our ongoing success. Our clientele includes independent retailers, wholesalers, buying groups, major chain stores, and an ever-expanding network of international distributors. Join us as we continue to spread the joy of leisure across the globe.

The Job Role

As an International Sales Manager, you will play a pivotal role in driving the growth of the company's business across global markets. You will be responsible for proactively managing international customer relationships, maximising sales, and ensuring the successful execution of marketing and business development initiatives. This role requires strong cross-cultural communication skills, strategic thinking, and the ability to adapt to diverse market environments.

What You'll Be Doing

- Proactively manage and support an international customer base, ensuring exceptional service levels and the growth of sales.
- Develop and execute business plans for each key international customer, establishing SMART goals for long-term success.
- Collaborate with Sales, Marketing, and Product teams to maximise new business opportunities and ensure product timelines and marketing materials meet customer expectations.
- Present and sell the company's branded and non-branded product ranges effectively across multiple regions.
- Conduct regular market analysis, including competitor evaluation and identification of new business opportunities.
- Actively target and acquire new customers in key international categories and markets.
- Attend and support international trade shows, events, and customer meetings as required.
- Ensure all customer-specific needs are met for stands, POS materials, and promotional activities.
- Submit detailed customer journey plans, visit reports, and maintain up-to-date business plans for each key customer.
- Collaborate with internal sales, finance, and logistics teams to resolve product, supply, or payment issues efficiently.
- Ensure strict adherence to Health & Safety and compliance with international regulations.
- Any other duties deemed necessary by the company for the successful completion of the role or for the benefit of the company.



Are You?

- Self-motivated with a “can-do” attitude.
- Driven to achieve sales goals and inspire others.
- Excellent team player with strong communication skills.
- Adaptable and flexible, able to manage fluctuating workloads and varying customer needs
- Stay calm and confident in high-pressure situations, ensuring efficiency and customer satisfaction.
- Maintain a sense of humour to contribute to a positive team dynamic, even in tough situations.
- Approach working hours flexibly, especially during seasonal peaks, to meet business demands.

Can You?

- Excellent communication skills (both written and verbal) in English; additional languages are an advantage.
- Energetic, hardworking, and professional, with a focus on achieving targets.
- Ability to work independently as well as part of a motivated, multicultural team.
- Proven experience in international sales, ideally within relevant product categories.
- Strong sales track record with solid negotiation and account management skills.
- Organised and efficient, with the ability to plan and manage international travel and work schedules.
- Strong business development skills with a keen understanding of brand awareness.
- PC literate and comfortable using various software and systems to manage customer relationships

Benefits

The Wilton Bradley Group are a family-owned business committed to supporting our employees in both their professional and personal lives. We offer a range of benefits designed to enhance their well-being and work experience. Employees enjoy an exclusive discount of 40% off online products.

We also provide a competitive company pension with an annual salary exchange opportunity, sick pay, and enhanced maternity and paternity pay. With 33 days of annual holiday, our employees have ample time to recharge and spend time with their loved ones.

Additionally, we foster a vibrant workplace culture through annual company events and recognition such as long service awards. To promote health and sustainability, we offer a membership of the Healthshield cash back scheme, a Cycle-To-Work scheme after six months of service and provide free on-site parking. Our casual dress code encourages comfort and expression, while our comprehensive induction and training program ensures professional and personal development opportunities for all. Plus, employees can enjoy complimentary tea and coffee to fuel their day.

For more information, please contact Marianne Clark, Human Resource Assistant:
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