



## **Job Description: *Trade Sales Officer*, Alice Caroline Ltd.**

Alice Caroline Ltd is an on-line retailer of fabrics, specialising in Liberty prints. We sell a huge range of Tana Lawn cotton, pre-cut fabrics, sewing kits and patterns. In addition, we make and sell Liberty fabric lifestyle accessories, both to trade and public customers. We are a global company with a large and creative customer base. Our websites [www.alicecaroline.com](http://www.alicecaroline.com) and [www.alicecarolinetrade.com](http://www.alicecarolinetrade.com) are go-to destinations for Liberty lovers worldwide.

The Alice Caroline team, based in Conderton in the north Cotswolds, is friendly, helpful and resourceful. We enjoy working together to help our customers produce creative sewing projects they can be proud of. This role offers the opportunity to work in a dynamic but relaxed on-line retail setting, and work with beautiful Liberty fabrics.

### **Company values**

- Being friendly, helpful and enthusiastic
- Making it easy for customers to get what they need.
- Employing people fairly, flexibly and supportively
- Minimising our environmental impact
- Ever-learning, ever-increasing our efficiency
- All in it together

### **Job title and position**

Title: Trade Sales Officer (part time, permanent contract).

Reports to: Marketing and PR Manager.

### **Salary**

Annual salary £27,500 for a full time equivalent

### **Annual leave**

The paid annual leave allowance per annum is 25 days plus UK bank holidays, pro rata.

### **Hours of work/Time commitment**

This role's working hours are negotiable and flexible but will preferably:

- Cover a total of 32 hours per week initially, with a view to extending these hours in future depending on demand.
- Be present in the office for at least four days per week. NB: We have a remote working policy; actual days and hours at the office vs other locations are negotiable to suit the business's needs
- Be available to clients on the phone/email for at least a part of five days per week, Mon-Fri.

Our standard working hours are 9.00am to 5.30pm, Monday to Friday, with a 37½ hour standard working week for a full-time person. Occasionally, weekend or evening work may be requested.

We operate a flexitime system in order to help staff achieve a good work-life balance. The hours described are indicative; exact hours will be agreed during the appointment process.

## Key Responsibilities

The purpose of this role is to **plan, organise and implement a sales strategy for the trade arm of Alice Caroline**. This includes developing sales for ready-made fabric goods, wholesale fabric and fabric kits, to customers in the UK and overseas.

The role is broad in its nature and therefore the successful candidate will be able to multitask to provide a high quality, dedicated, administrative and logistical service whilst being the first point of contact to our B2B customers.

The post-holder will be responsible for the following areas:

1. Maintaining account relationships with the current B2B customer bases and increasing sales.
2. Developing new business by identifying potential B2B customers for ready-made goods, fabrics, and kits, then making it simple and efficient for them to place orders.
3. Dealing with customer enquiries and processing orders until complete and paid, tasking colleagues with packing and dispatch as needed.
4. Keeping abreast of any constraints due to logistics and internal or external production capacity; using this knowledge in the execution of the role, especially regarding product volumes and lead times.
5. Ensuring the trade website [www.alicecarolinetrade.com](http://www.alicecarolinetrade.com) is current with new product launches.
6. Coordinating stocks of ready-made goods and kits between various platforms, re-ordering goods where necessary, and coordinating materials supply to external manufacturers.
7. Coordination of bespoke collections for customers – liaising with the manufacturer and customer to complete to a high standard.
8. Liaising with colleagues regarding centralised ordering and receipt of fabric.
9. Work with the management team to develop a core set of kit products to offer trade customers.
10. Coordinating new product line launches with the management team and promoting to customers as required.
11. Promoting new products, fabric collections and wholesale kits with the use of supplied imagery and copy.
12. Organising the company's presence at and attending trade shows as required (currently 2-3 shows per year; this may change).
13. Working with the Financial Controller regarding payment records and chasing overdue monies if required.
14. Other tasks as delegated by management, commensurate with the skills, training and level of responsibility of the role, such as:
  - Keeping stock areas tidy and organised,
  - Covering for colleagues in an emergency,
  - Helping with stock-take activities,
  - (List is not exhaustive).

## Person criteria: Qualifications and experience required

### Essential criteria

- Equivalent of two A Levels or a Level 4 NVQ or higher, and five or more GCSEs (incl. English and Maths) at grade C or above, or equivalent.
- At least three years' experience in a role which builds customer relationships.
- Experience and successes working in B2B sales development.
- Enjoying using your own initiative to improve business processes.
- Proven track record of successfully contributing towards team goals.

- A resourceful and determined approach, focussed on delivering fantastic customer service and winning new business.
- The ability to self-motivate, plan and organise your own workload efficiently.
- A professional, pro-active and can-do attitude, willing to go the extra mile to “make it happen” for customers or colleagues.
- A quick learner, able to solve problems effectively and comfortably take ownership of situations.
- Excellent oral and written communication skills.
- Highly numerate with great attention to detail.
- Full UK driving licence, no bans or convictions.
- Access to your own vehicle for work-related travel.
- The ability to travel within the UK (and potentially abroad) and stay overnight, on an occasional basis.
- Confident usage of Microsoft Excel for record-keeping and stock control including the ability to use formulas.
- Good working knowledge of Microsoft Office, email clients and web browsers.

**Desirable criteria**

- Familiarity with Apple Mac computers.
- Basic ability to speak and understand French.
- A Business or Administration qualification.