



Job Description

Imray is the leading publisher of information for leisure sailors. The company is at a time of exciting change as we build on our long heritage, international reputation and well-established nautical books and charts to create a new generation of products and services. See below for further information about the company.

Sales and Commercial Manager

Due to our continued success, we have an exciting opportunity for a Sales and Commercial Manager to join our team. Reporting directly to the Managing Director, the Sales and Commercial manager will be responsible for all aspects of the company's commercial activities, including overseeing sales and marketing activities, the negotiation of contracts and partnerships, financial management and product distribution.

As an experienced commercial manager, you will demonstrate strong negotiation skills, commercial shrewdness and decisiveness. You will be able to identify opportunities and develop relationships in order to grow sales and customer satisfaction.

You will have analytical skills and the ability to interrogate data and understand pricing, margins and discounting. You will possess excellent communication skills, both spoken and written and skilled at building rapport and understanding business requirements of decision makers. You will also have the ability to nurture and grow the skills within the existing team, and work closely with key stakeholders across the business. You must also have a willingness to travel.

To apply, please send a CV, cover letter (2 pages max) outlining your relevant experience and motivation for this role to sales@imray.com.

For an informal conversation, questions or further information please contact sales@imray.com

Deadline for applications: Monday 4 January 2021

First interviews: Online, w/c Monday 11 January

Second interviews: In person at Wych House, The Broadway, St Ives, Cambs PE27 5BT, (government guidelines permitting) w/c Monday 18 January

The context of the commercial manager role can be summarised as follows:

Goals

- Responsible for overall sales growth and increasing Imray's market share
- Grow Imray's community: Maintain and develop longstanding relationships with existing customers to generate commercial opportunities

- Be innovative and explore new avenues of activity to develop the business to Imray's premium standards
- Develop sales and commercial operations to improve efficiency

Responsibilities

- Work with Directors to set revenue and sales goals
- Oversee and offer direction and instruction to sales, order processing and despatch staff to help them achieve their goals
- Work closely with the Finance department to ensure the commercial viability of the company's offering
- Work with Directors and the wider team to devise and implement innovative sales and commercial strategies
- Work closely with the Managing Director and colleagues to develop the Imray brand
- Analyse data and performance trends, and in response, adapt and develop existing operational processes in order to improve efficiency and ensure customer satisfaction
- Represent the company at the highest level, including at external events. In usual circumstances, the job will involve international travel.

Experience

Essential

- Proven track record in sales and commercial management (minimum 5 years experience), meeting and exceeding targets.
- Experience of building projects and relationships from scratch
- Procurement and six figure budget management
- Utilising CRM tools to manage sales tasks and workflow
- Good numeracy skills and attention to detail
- Delivering projects on time, within budget and to the quality required
- Planning and translating organisation strategy and vision into operational objectives
- Leadership and mentoring; ability to pull people together across systems and sites and motivate them to deliver common aims and targets
- Use of ICT including Microsoft Office packages and other relevant software
- Minimum GCSE grade C or above in maths and English
- Fluent English language speaker
- Full driving licence.

Desirable

- Digital commerce and marketing
- Marine industry or sailing experience
- Use of SAP Business One accounts and stock management system
- Relevant professional qualifications
- Other language competency

Tasks

The role will be developed as the successful applicant establishes themselves and identifies opportunities for improvement but tasks will include:

Sales

- a. Designing and implementing a proactive sales plan that ensures a strong presence and expands our customer base. Set goals and targets, analyse data on past performance and project future performance.
- b. Deliver reports and reviews to the leadership team
- c. Nurture and manage a team of two Sales Administrators
- d. Manage the sales ledger, negotiating trade discounts and agreeing commercial contracts
- e. Maintaining an overview of sales to trade and ecommerce site
- f. Growing our CRM systems; recording and overseeing customer relationships and issues
- g. Organising and attending sales events with distributors, re-sellers and external partner organisations
- h. Managing major trade distributors

Marketing

- a. With the Managing Director, overseeing the development of Imray's brand
- b. Organising and sending monthly trade newsletters
- c. Organising and sending monthly customer newsletters
- d. Organising advertising where relevant

Ecommerce

- a. Managing stock and products on www.imray.com
- b. Develop and manage digital marketing and SEO
- c. Oversee ongoing website development and growth
- d. Managing website offers
- e. Managing Imray white label solution for third parties

Stock

- a. Managing returns when issues arise
- b. Compiling bi-annual stock list

Commercial

Purchase Ledger & Credit Control

- a. Approving purchase invoices
- b. Approving monthly purchase ledger
- c. Purchasing third party stock
- d. Credit control

Licensing and contracts

- a. Managing contracts and licensing arrangements with third party data suppliers including Hydrographic Offices and authors.
- b. Negotiate commercial terms and manage agreements and sales reports with licencees of Imray data including hardware and software suppliers

Print on demand (POD)

- a. Negotiate commercial terms and manage agreements and sales reports for third party POD chart suppliers and customers
- b. Submit sales reports in accordance with the agreements

Warehouse, logistics and distribution

- a. Oversee and manage warehouse staff

- b. Oversee warehouse stock levels
- c. Oversee commercial issues including customs

Terms

Contract: Permanent full time role (subject to a trial period).

Reports to: Lucy Wilson, Managing Director

Location: Located between our headquarters at Wych House and our warehouse at Harding Way, St Ives, Cambridgeshire, with some flexibility.

Salary: The compensation associated with this position is competitive with the market and will be agreed during the interview process based on skills and experience.



Our vision

The leading publisher of nautical information for leisure sailors worldwide.

Our mission

Serve the latest data

Customise official data with Imray-sourced information

Source data and feedback from our community worldwide

Streamline our data holding

Distribute internationally via a network of agents and digital channels

Be the gold standard for leisure sailors

Be clear and coherent

Demonstrate quality standards

Work with the best data suppliers and distributors

Provide a seamless experience

Make purchasing easy

Customer sees the same content, brand and values across products and platforms

Share information across teams

Distribute internationally

Grow and leverage our community

Tell our story to our community

Use it to source content

Educate about what we offer and how to use the content

Leverage sales through our good reputation

Use our expertise to build trust

Advance our operations and technology

Streamline operations to be efficient and cost effective

Share data across the company

Our values

We will look after you

We can trace the provenance of the data we publish

We keep our products up to date

Our team are well informed, highly trained and give personal service

We're a safe haven

Trustworthy

We have a long history and impressive heritage in the maritime sector

We're an independent, family-run business

We work to recognised international standards

Collaborative

We engage with our community

We work in partnership with respected individuals, third party organisations and networks

We distribute through a wide range of agents and digital channels

Clear and incisive

We distill and customise information into its most useful form

We present it clearly and without fuss

We understand our customers' needs and we make products in response

Our products are engaging and informative