

# PLANKS II

<b>Job Title:</b>	Wholesale Manager	<b>Reporting To:</b>	CEO
<b>Department:</b>	Omni-Channel	<b>Direct Reports:</b>	None
<b>Location:</b>	Manchester	<b>Travel Required:</b>	As required
<b>Salary:</b>	TBC	<b>Position Type:</b>	Temp to Perm
<b>Benefits:</b>	25 Days Holiday Pro-Rata, 70% Staff Discount, Free Gear		

## Overview

An exciting opportunity has arisen to join a dynamic and growing SME as a Wholesale Account Manager due to the continued growth and success of the business. This position will report into the CEO and will oversee all wholesale sales activities for the business and work in conjunction with other commercial functions to execute the overall online strategy. This role is responsible for achieving annual revenue targets.

## Job Description

### Role and Responsibilities

#### Duties include:

- Creating a wholesale trading strategy and sales plan.
- Managing and growing accounts such as Snow and Rock (UK), Ellis Brigham (UK), ASOS (UK), Blue Tomato (AU), Zalando (GR), EVO (USA).
- Negotiating and establishing new sales partnerships that align with Planks values and goals.
- Managing existing and establishing new partnerships with Sales Agents and Distributors
- Working with all commercial functions to ensure the brand is being represented consistently in the marketplace.
- Driving advertising and marketing plans to drive sales opportunities with wholesale partners.
- Collaborating on the Planks promotional calendar to support sales in all channels.
- Coordinating sales efforts with team members and other departments (marketing, sales, account services, product)
- Presenting weekly sales reports to the business & the Board on progress & future thinking to drive the business forwards.
- Analysing sales data to adjust strategies to leverage KPIs and to build appropriate plans and actions
- Working closely with the product and merchandising teams to influence the product development process, maximize opportunities, and respond to customer needs.

#### Qualifications & Education

- 3 years+ within the ski/outdoor/sport sales environment including experience in digital account management within international markets.
- Previous experience working with international Sales Agents and Distributors
- Previous experience working as a digital B2B wholesale sales role ideally within a related business.
- Knowledge of international markets and competitors.
- Ability to define, develop and lead channel programs in a fast-paced, rapidly changing environment.
- Strong business judgment, proven ability to influence others and strong presentation skills.
- Entrepreneurial mindset with the ability to spot original sales opportunities.
- Strong commercial outlook and an ability to drive revenue growth through sales planning.
- Highly motivated and passionate salesperson who enjoys working in a winning team environment.
- Experience with numbers and data.
- Ability to monitor external trends and reports and understand how these relate to our brand and customer.
- Strong communication skills.

#### What you're great at

- Self-motivated and keen to contribute to the growth of an exciting business
- Results orientated with strong business acumen
- Consumer first, positive and solution-oriented mindset
- Strong analytical and organizational skills
- Ability to build long term relationships & communicate with a wide range of internal and external parties
- Driven and shows initiative to make positive changes and improvements to the business
- Great communication and interpersonal skills

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## About Planks Clothing

### “we're a movement of humans creating change through skiing.”

The mountains, the friendships, the good times and the hangovers... skiing is such a powerful, mind-altering experience that it brings people together. Our vision is to nurture a global community, bound by shared vibes and hooked on riding, and make skiing better for the planet and the people. Drop cliffs not bombs.

#### **Jim's Story...**

*“In the early 90s a dry ski slope in Stoke-on-Trent was the centre of my universe. We made the best of what we had; brush matting, a sketchy jump and traffic cones to ski around. We wore tracksuit bottoms and gardening gloves. Our skis were straight and our boots were old. We were skint, so we did odd jobs on the slope so that we could ski for free. I was there for every spare minute. I had one goal, to get good at skiing.*”

*Fast forward to 2008. After years of pot washing and skiing adventures across the world, I felt there was a need for a brand that supported freeskiing. So, with a total lack of business knowledge but an unhealthy obsession for skiing, Planks was born.*

*Planks' early life was screen-printed logo tees sold to Val d'Isère locals and seasonnaires out of the back of my van. They sold well and the skiing community backed it. One batch sold-out and the proceeds funded my lift pass (and next winter's stock). It was a hustle, it was roots, it was Planks.*

*Today, Planks is stocked in rad stores around the world. We still print tees and we make crazy good outerwear too. I'm humbled by the success we've had; I'm inspired by the cool things we do; and I'm grateful to the awesome humans who got us here.*

*Here's to another decade of keeping it loose.”*

**Jim Adlington – Planks Founder**