

Position Description – EU Market Development Manager (both brands)

The intent of this job description is to provide a representative and level of the types of duties and responsibilities that will be required of positions given this title and shall not be construed as a declaration of the total of the specific duties and responsibilities of any particular position. Employees may be directed to perform tasks other than those specifically presented in this description.

Position Summary

You are responsible for the strategic marketing and market development in Europe for phil&teds and Mountain Buggy. You will execute approved market plans, and work alongside the Marketing Leader, EU Marketer and EU Sales Manager supporting their sales plans. You will ensure that the Support Office team delivers the marketing and other activities detailed in the market (sales/marketing) plans, ensuring that the plans are fully resourced to achieve the sales targets detailed in the plans. You will apply your deep knowledge of marketing and the business, to deliver a strong marketing proposition for your markets.

Reporting to the marketing leader, Laura Ming Wong, this role is based in Malaga, Spain. You will have one reporting line based in Malaga, Spain.

Collectively the objectives below will help us achieve more (sales) via execution of local market plans and brand targets (through brand positioning (differentiation & relevance) and by improved brand awareness and esteem in each market. You'll form strong and trusted working relationships with our EU sales and marketing teams, that will create '1 + 1 =3' leverage via non-threatening & partnering initiatives. An estimate of the time allocated to each part of your role follows:

<p>Relationship management</p> <ul style="list-style-type: none"> • Forming positive, supportive relationships: <ul style="list-style-type: none"> o Be the first port of call for the marketing leader, to achieve the goals defined in their market plans; o Build a strong relationship with the European marketer who will report direct to you, and ensure goals and activities are actively monitored to ensure great success within the market; o Assess marketing needs (when required), prior to work being briefed to the creative/web team; o Forming strong relationships with key operators in the Marketing and Sales Team, so that market plan activities are resourced, on point / on-time, and be truly effective in helping to achieve the desired sales goals. • Ensure key accounts in each market achieve their potential with us; • Maximizing working relationships with key wholesale and retail partners; • Create reporting, feedback and communication forums to ensure marketing & sales resource activities are aligned and on plan. Leveraging 'best practice' knowledge across the organisation; 	<p>10% of time</p>
<p>Planning</p> <ul style="list-style-type: none"> • Review annual market plans per market, so that they are, simple, brief and focused on 3 elements: <ul style="list-style-type: none"> o An annual calendar detailing worldwide sales & marketing initiatives; o A schedule of market specific activities; o Sales targets - by brand, by product. • Define the RASCIO, and outline the objectives, actions to achieve them and dates for completion - work through the execution with the EU Marketer; • Through internal liaison and continuous review, ensure marketing and selling initiatives are aligned; • Maintain a thorough knowledge of market and industry trends, competitors, & leading customer strategies. 	<p>10% of time (more intensive at certain periods)</p>
<p>Execution of Plan:</p> <ul style="list-style-type: none"> • Lead-implement execution of the market plans & in particular Market Development activities and lead-implement NPL & promotions. In addition, the brand marketers may seek your support to implement locally, plans that reach across the business and are not necessarily product sale specific, such as: Online programmes (social media, e-tail support); PR; product placement; and, Trade Shows; • Manage the plans, detailing activities within the Market Plan(s) for: <ul style="list-style-type: none"> o Product Monthly Focus calendar (includes strategic and tactical promotions) o Existing product action plans (EPA) o New Product launches (NPL) o Retailer Support Activities (RSA) • This involves working with the Sales teams and Leader to: <ul style="list-style-type: none"> o Ensure launches are properly planned and executed for each market; o Ensure Strategic promotions (by brand) are planned and executed in each market. • Support Sales Managers to meet or exceed targets for each market; both sales and strategic; • Execute the agreed market and sales plans; • Identify marketing issues and opportunities in market. 	<p>75% of time</p>
<p>Reporting</p> <ul style="list-style-type: none"> • Reporting on progress against each market plan: <ul style="list-style-type: none"> o what's worked (by brand, by market); o what hasn't; o why/why not; o actions in place for remedying under-performance. 	<p>5% of time</p>

In your first 90 days we expect you'll achieve the following:

- Transition seamlessly into the Malaga office, meeting key people, forming strong working relationships and plan the year ahead;
- Establish a strong working relationship with the EU Sales Manager, and organise an effective calendar plan to work succinctly together;
- Gain a full understanding of the company Mission House and your part in helping achieve our 2015 strategic objectives as they pertain to the European markets;
- Gain an intimate understanding of the 2016 market plans by market, forming an accurate overview of where each market is currently at and scope for performance;
- Organise an efficient and effective daily, weekly, monthly organisational plan for achieving:
 - o key targets and objectives, and so on (who does what when and how they do it);
 - o key activities (product monthly focus calendar, consumer trade shows) for the year along with including new product launches;
- Established yourself as the 'go to' person for phil&teds and Mountain Buggy for all market development activity in the European markets;
- Review daily practices and implement any required changes for market development operations in Europe.

Success in this role will result from:

1. **Relationship management** – Setting and managing expectations on what's achievable and when. Maintaining a strong positive working relationship with the CEO, marketing leader, and others. You'll need a partnering and participative manner, applying our RASCIO matrix approach, with clear focus and ability to manage relations for an outcome;
2. **Your personal skills as a marketer** – understanding individual market needs (subtle variations), and brand essentials, the difference age/stage of brand in market (in terms of differentiation, relevance, awareness, esteem) and applying this knowledge to each project;
3. **Leadership** – Display the ability to lead and galvanize a team to achieve a shared vision;
4. **The ability to 'execute'** - flawlessly and on time, every time;
5. **Analytical and Strategic** – you'll be across all the numbers; sales budgets, advertising & promotional budgets, cost budgets, ensuring activity is executed on time and within budget;
6. **Great finishing ability** – with a clear focus on achieving the outcomes within the scope of the Mission House and local market plans. Collectively these targets will help us achieve a higher sales level for phil&teds and Mountain Buggy. They drive success through targeted activities, resource allocation, and focused, integrated sales/marketing activities in all markets.

Skills, Knowledge and Proficiencies Required

- Relationship management skills, ability to create value, a high level of selling skill, and product knowledge;
- Sensitivity for and understanding of foreign cultures and issues. The ability to work with staff and partners in multiple settings, languages and locations;
- A strong understanding of European market trends in the juvenile industry;
- Negotiation skills;
- A Bachelor's degree in Business or Marketing;
- Minimum 5 years relevant in a sales/marketing position;
- Good problem solving skills. Competitive spirit and strong motivation to finish projects. Solution oriented approach to issues that arise with excellent follow-up skills to ensure issue resolution. Solid problem solving & prioritization skills with the ability to make sound decisions in a fast-paced environment;
- A good sense of humour, and a team player;
- Be an advocate of phil&teds' philosophy, values and branding policies;
- Experience in and proven track record of success within sales environments;
- Flair, élan & spirit, by which we mean:
 - o Ability to think on his/her feet, with small company experience;
 - o Strong written and oral communication skills. The ability to present effectively to a wide spectrum of audiences, both internally and externally;
 - o Ability to flourish in a fast-paced, multi-tasking and dynamic environment with a high level of ambiguity;
 - o Strong management skills and the ability to build strong relationships across a wide spectrum of internal and external parties;
 - o Creative and innovative thinker;
 - o Strong results orientation and effective change agent;
 - o Willingness and capability to "roll up one's sleeves" in order to achieve goals;
 - o Disciplined and detail oriented, & hands on professional;
 - o Uncompromising integrity with strong leadership skills;
 - o Able to work under time and personal pressure, & extended hours, when the situation calls for it.
- Microsoft Office suite (Windows, Word, Excel, Email and Internet).

Key Relationships

- CEO;
- marketing leader based in the support office;
- phil&teds marketing manager and Mountain Buggy marketing manager;
- regional sales people;
- NZ support office;
- EU sales manager;
- EU marketer;
- sales support, Malaga.

Travel

Your role is expected to spend a significant portion of time in the field both with individual accounts and co-traveling with sales personnel. The role will require a reasonable level of national & international travel. You must have a passport (that allows you to work), & a clean driving licence and the ability to travel regularly.

I, _____, confirm that I have read and understood the position description and the terms and conditions set out in the Contractor Agreement attached, and that I fully understand and accept it

Date / /

Our Business Summary

Phil and Teds Most Excellent Buggy Company Limited (“phil&teds”), is a private limited liability New Zealand company, that designs, manufactures and distributes throughout the world selected juvenile products carrying its brand, Mountain Buggy, as well as Mokopuna 100% pure New Zealand merino clothing for 0 – 4 year olds. Our business purpose is to build a large sustainable business, primarily in the juvenile channel, by seeking an outstanding contribution from our 1st class people - we hire the best people we can, and back them to succeed, rewarding them with new opportunities, and a unique culture and spirit – from the fusion of our ‘4 pillars’:

1. Industrial design that is the aspiration of customers, competitors and retailers alike so that we create a compelling product suite for consumers

2. Marketing our brand(s) superbly using our power application or POS; web; catalogue; and the product itself so that our brands are differentiated, relevant, known, and have high esteem.
3. A quality assured supply chain, with partners that support our activities with high-quality, reliable, on-time, fair cost production
4. Committed and effective distribution channels, online and in store, so that they are strong advocates of our brands and products.

We work hard to create business methods to enable us to do this.

phil&teds philosophy, values and goals

The brand is a leader in New Zealand and Australia. Our purpose is to be a major player in the design, manufacture and sales of innovative, well made, quality, “kids & travel” products for the infant and child sectors. We achieve major export sales, seek to be a market leader, to have simple and clear goals, and to be seen as successful.

We seek to be the brand of first choice for parents who want to escape being a prisoner of the nursery, and continue to live and enjoy a dynamic lifestyle with kids in tow. We seek to achieve this, through: a) products exhibiting design innovation; b) great brand experience, and; c) our ‘most excellent’ spirit.

Some of the ways we aim to achieve this are: to be clear in our values and principles; be passionate about what we do; have a partnership approach; be brand builders not traders; be as direct as possible; innovate rather than copy, and; operate with integrity and teamwork, & with quality relationships.

We are a builder of brands: phil&teds, Mountain Buggy and mokopuna 100% pure merino clothing. We believe positioning & storytelling as key to building a sustainable long term business. As a phil&teds merchandiser you have a significant influence in the achievement of these aims.

MEHL has several other investments including mokopuna merino Limited (“mokopuna”), which are run as operating subsidiaries, with some services provided by phil&teds. Leveraging the business model and operating ethos into such companies is very important.