

Job title	Head of Sales – UK and Europe	Reporting to	CEO
Location	Hybrid working - CASCO Pet HQ, (Horsham, West Sussex) / Home Travel required	Position type	Permanent / Full-time 9am - 5.30pm
Direct Reports	Veterinary Sales Manager, Key Account Manager – UK, General Manager – DE, Country Manager – France, CAD & Graphic Technician		
The Company			
CASCO Pet is a global business specialising in pet and aquatic shop fitting and revolutionary veterinary clinical housing with manufacturing and sales operations around the world. Trusted by loyal clients across the globe, our products and services are tailor-made for any business’ animal habitat requirements, and we have truly earned the reputation of leading Global Pet Retail Experts. Established in 1997, our Head Office is based in the UK with offices across Europe, the USA and Australia. Our global reach coupled with local teams, gives us unrivalled pet retail experience and knowledge, which allows us to fuse the latest, greatest, and most exciting display technologies into, balanced and cutting-edge habitats for a whole range of animals.			
Job Description			
This distinct role within this global organisation is an inspiring and motivational opportunity to make a real difference within CASCO Pet across our sales teams and customers now and into the future. In understanding the need to continue our growth trajectory and keep pace with the ever-unfolding developments in pet retail and the veterinary sector, an individual who understands our strategic path and can interpret this into routine goals and objectives to ensure the business direction stays on track and within the specified timeframe is vital to ongoing future commercial success. Central to this role will be continuously seeking improvements in all areas of our business development activities with responsibility for management of the UK and European sales operations. In addition, capitalising on new product development opportunities through working alongside our pet and veterinary customer base to develop a deeper understanding of their requirements, and steering these towards new product design, and cultivating opportunities for expansion of products outside of our current range, is fundamental to this position.			
Key accountabilities - main areas of responsibility			
Responsibility for the Sales Strategy for Pet, Veterinary and Consumer Sales. To lead and manage Sales activity within the assigned territories of the UK and Europe. <ul style="list-style-type: none">• Define and execute CASCO’s UK and European Sales Strategy; define strategic direction, set category targets, sales revenue and overarching sales initiatives to meet objectives set out in the company’s Business Plan.• Execute regional Sales Plans, through the direct management of the Sales teams within the assigned territories, to ensure they hit/exceed the annual sales targets set.• Lead sales and client-relationship management, tracking new markets and emerging trends capitalising on new product development opportunities and steering new product design development for expansion of products outside current range.• Propose and develop new strategic partnerships, write proposals and plans, and guide long-term objectives to meet business needs and requirements.• Build and maintain strong, long-lasting relationships with key customers to understand how CASCO can assist them in meeting their business needs and objectives.• Set and deliver annual sales budgets and the regular dynamic forecast.• Understand category specific landscapes and trends and the impact they have on the business.			

<ul style="list-style-type: none"> • Lead the development of the global business CRM systems (Salesforce and SalesCloud). Be a Champion within the business to ensure we are maximising their potential within the global business • Develop, mentor and manage direct reports with clear and defined objectives and consistent tracking in the company's performance management system. • Work closely with USA Sales Director to ensure alignment of objectives and plans as defined in the overarching global Sales Strategy. • Attend industry trade shows with the objective of securing new business leads and opportunities. 	
Contacts - External	Contacts - Internal
<ul style="list-style-type: none"> • Customers • Suppliers • Contractors 	<ul style="list-style-type: none"> • All departments • CASCO Pet Entities in Portugal, USA, Germany
Role Related Expertise required	
Qualifications/Experience	
<ul style="list-style-type: none"> • Educated to degree level or have related work experience in sales • Experience in a role managing people • Experience in the Pet / Veterinary sector would be an advantage 	
Required Skills	
<ul style="list-style-type: none"> • Commercial leadership skills • Financial management awareness • A very high level of commercial acumen • Intellect (academic achievement) • Capability to implement change and drive improvement • Ability to build, develop, lead and motivate a team • Strong analytical and solutions focus • Highly motivated, excellent communicator • Strong organisation and administration skills • Ability to work under intense pressure to within fixed timelines • Customer focused • Capacity to undertake international travel as required 	
Incentive Scheme	
<ul style="list-style-type: none"> • Competitive salary • 25 days holiday per annum plus bank holidays • Family Private Health Cover • Company pension contribution of 6% of your gross salary • Company bonus subject to the business achieving annual target • On-site parking • Bring your pet to work scheme 	