

## National Account Manager, Miami, FL Region



Island Creek Oysters (ICO) is a mission-based brand engaged in promoting the development of aquaculture's role in our food systems—locally and globally. We grow thriving coastal communities. Through innovation and education, we create opportunities to connect people with boundary-pushing seafood products. We live by our core values. We work hard and have fun doing it. We believe in what we do. We say thank you.

The Account Manager is responsible for achieving annual revenue and profit targets, on oyster sales, while prioritizing new and existing product categories based on strategic drivers. We are seeking a driven, ingredient-loving, product-obsessed, restaurant enthusiast, with a track record for being born salesperson and a stand-out leader.

This position is responsible for spearheading the sales effort in ICO's chef direct program in South Florida and evolving to encapsulate territories beyond.. You will manage all existing customer relationships as well as developing new ones. The right candidate will possess an entrepreneurial mindset, with regard to managing and building relationships throughout the restaurant community. This will include; chefs, cooks, managers, bartenders, servers, etc, as the entire community is integral to our success across the hospitality industry as a whole. This position will work actively in the field as well as engage in proactive marketing efforts, creative sales strategies and event execution. The right candidate is self directed and organized in day to day scheduling, relationship management and budgeting for ongoing travel and promotional onsite customer events. This is a remote role that will require periodic travel to the farm in Duxbury.

The National Account Manager reports directly to the Sales Director.

### **ROLE RESPONSIBILITIES, Sales:**

- Build and maintain relationships with new/existing customers through email, phone, and in person meetings on an ongoing basis. This position requires travel for sales support, independent sales appointments with customers, new customer development, and participation promotional events
- Manage travel budget with regard to daily sales visits. Also manage budget for sales trips, to include booking flights, hotels, rental car, gas, mileage and cost of participation in events and sample/merch inventory
- Increase sales in respective customer accounts through cross selling of caviar, tinned fish and clams

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- Lead educational tastings/trainings with customers and their teams, to encourage regional sales
- Create Daily Inventory Email lists through Photoshop and Klaviyo, and prepare all sales information for customer accounts
- Manage order entry for all sales orders and communicate with the operations team on all aspects of delivery.
- Communicate with the sales team and procurement team on product availability
- Communicate with the procurement department to learn about seasonality and product availability
- Help to manage day to day order fulfillment and problem solve delivery issues with local delivery drivers.
- Maintain cooler through transfers and mitigate loss through FIFO and product placement

### **Marketing & Customer Management:**

- Help to create, edit and distribute product, producer-specific, and other Chef Direct marketing materials including product info sheets, marketing emails, and merch
- Develop a trusted advisor relationship with customer accounts, customer stakeholders, and maintain all existing relationships
- Support ICO team with questions/issues in regards to all aspects of your customer relationships
- Utilize CRM to organize/prioritize customer issues/opportunities
  - Meticulously maintain all data required within CRM

### **Regional Sales Strategy:**

- Confer with the Sales Director on strategy by providing real time insight into market dynamics/shifts/pricing
- Utilize Chef network to gather market intel, such as competitor pricing, offerings and market trends
- Develop an intimate understanding of all products distributed by ICO and others on the open market in similar categories
- Communicate clearly all required sales data to internal and external stakeholders
- Create/maintain all required sales documentation and reports

### **Accounts Receivable**

- Support Sales Operations Specialist with reachout when needed
- Help to be a backstop for AR problems - If you see something, say something

### **Leadership:**

- Highest level of professionalism required, as teamwork is essential and required for success
- Be available for questions and support to team members at all times

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### REQUIREMENTS:

- Preferred 5 -7 years of sales experience in the food industry, preferably in perishable sales to restaurants, large food outlets, consumer packaged goods organizations and retailers
- **Resides in Broward, Dade, or Palm Beach counties (Florida) - easy access to Miami**
- Strong entrepreneurial drive, a sales “hunter” mindset, and passion to succeed.
- Motivated by commission structure and dogged work ethic
- Strong knowledge and experience in all aspects of sales, including growth strategies, distribution channel management, account development, and business planning.
- College Degree and / or Formal Education appreciated
- Excellent Project Management skills, strong attention to detail while managing complex cross functional projects.
- Highest level interpersonal skills and team building skills, as well as written and verbal communication skills
- Solid negotiation, conflict resolution, and people management skills.
- Ability to work independently and extreme attention to detail
- Solid computer skills with focus on PowerPoint, Excel, Word, Klaviyo, Photoshop, ERP, CRM and the ability to quickly learn
- This role requires travel + overnight travel. Candidates must be willing to travel as needed to drive business results.
- Valid Driver’s license and mode of transportation
  - For weekly travel through sales territory

### METRICS:

- Hit the sales goal, as determined by year over year performance data
- New customer growth within defined markets
- Hit A/R goals through work with overall Sales Team and A/R specialist
- Identify new opportunities for d2Chef to grow sales

### TO APPLY:

Please email resumé and cover letter to [jobs@islandcreekoysters.com](mailto:jobs@islandcreekoysters.com) with **“National Account Manager”** as the subject line.