



## JOB DESCRIPTION

JOB TITLE: Sales and Merchandising Specialist (Caito)  
DEPARTMENT: Business Development (Division of Sales)  
MANAGER/SUPERVISOR: Director of Business Development

### Summary

Accountable and responsible for driving the quarterly and annual sales and margin goals through direct contact with key customer accounts by coordinating, creating, and executing Frieda's program within a specified territory. Accountable for ensuring that Frieda's Specialty products appear at the store level by working closely and collaborating with the client and Frieda's sales team to accurately forecast trends, plan stock levels and monitor sales performance.

### Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### Essential Duties and Responsibilities

Collaborates with the Account Managers, Sales Manager, Business Development, and other team members to create and execute Frieda's specialty programs and offering.

Drives the execution of client's specialty produce category management program.

Prepares and provides weekly call reports, Sales Call Planners, and follow up plans on a regular basis to facilitate outstanding communication inside Frieda's to maintain client relationships.

Complete call reports and competitor analysis by observing competitor's products and offerings.

Works with other sales team members and buying team to ensure prompt follow-up on all sales orders.

Identifies and develops new sales opportunities within existing accounts.

Assists produce managers and field merchandisers with specialty promotions by setting up displays, execution of programs and promotions, and conducting customer reactions and reporting such observations to management.

Maintains consistent client contact and sends weekly call summary reports to pre designated Call Report Email Group; proactively uses the company's CRM program to keep sales team updated.

Assists with logistics (air, truck and rail), when necessary.

Will occasionally travel outside the office to conduct sales calls, merchandise and conduct competitors' new product promotions.

May visit growers or produce markets on occasion or as needed.

Follows company ethics, guidelines and PACA, regarding business practices.

Interacts and collaborates with other departments with regards to sourcing, logistics, packaging and other related items in order to service clients.

All other duties assigned and/or required.

### **Education and/or Experience**

Bachelor's degree (B.A./B.S.) from an accredited college or university and at least 5 – 7 years professional sales work experience in the food/produce industry; or equivalent combination of education and experience.

### **Other Skills and Qualifications**

Must be highly organized and have exceptional attention to detail.

Must be a quick learner and a team player.

Must be self-motivated, take initiative and possess good work ethics.

Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals.

Ability to write routine reports and correspondence.

Ability to speak effectively before groups of customers or employees of organization; ability to consistently convey a positive and friendly attitude and professional image of the Company.

Ability to add, subtracts, multiply, and divides in all units of measure, using whole numbers, common fractions, and decimals.

Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form.

Ability to deal with problems involving several concrete variables in standardized situations.

Computer literate with working knowledge of Microsoft Word, Excel, PowerPoint and Outlook and comfortable using and learning new applications (such as Maximizer, Discovery, Foodlink, Itrade, EDI and other public platform,

**Certificates, Licenses, Registrations**

Must have a valid Driver’s License and proof of automobile insurance.

Must be able to qualify for a CDFA and PACA license.

**Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit. The employee is frequently required to talk or hear. The employee is occasionally required to stand; walk; climb or balance; stoop, kneel, crouch, or crawl; use hands to finger, handle, or feel; reach with hands and arms and taste or smell. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

**Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally exposed to wet and/or humid conditions; outside weather conditions and extreme cold. The noise level in the work environment is usually moderate.

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Employee Name (Please Print)

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date

Original Date: 07/12/17  
Revised Date: