

# Position Description

Position	APAC Sales Manager
Department	Global Sales
Reporting to	Global Sales Manager
Location	Auckland
Date	July 2025

## Position Purpose:

To develop and lead sales, partnerships and performance with the APAC region, achieving agreed results in line with strategy.

## Key Relationships:

External	Internal
<ul style="list-style-type: none"><li>• Distributor key contacts and sales teams</li><li>• Customer across all channels</li><li>• Consumers at tastings and wine shows</li><li>• Industry and trade partners eg NZTE and NZ Winegrowers</li></ul>	<ul style="list-style-type: none"><li>• Global Sales Manager</li><li>• Territory Manager in NZ</li><li>• Marketing Manager</li><li>• Head of Finance</li><li>• Supply Chain Manager</li><li>• Demand Planner</li><li>• Winemaking</li><li>• Business Support Executive</li><li>• National Supply Manager</li><li>• Sustainability Manager</li><li>• Cellar Door &amp; Events Manage</li><li>• Wider marketing, finance and customer service teams</li></ul>

## Key Accountabilities & Tasks:

### Customer Centricity (Internal/External)

- Build strong and sustainable relationships with existing customers in this region.
- Identify opportunities for growth, developing and implementing applicable strategies.
- Identify & build strong and sustainable relationships with new customers that align with our strategy.

### Delivery of profitable growth in line with strategy

- Develop annual market and customer plans & deliver agreed results.
- Develop and deliver on long-term profit growth targets.
- Leverage the company's branding and professional profile.
- Pricing and mix management to deliver the premiumisation strategy.
- Effective management of P&L to operate within agreed budgets.

## Key Accountabilities & Tasks:

### Leadership

- Provide leadership to ensure the team are clear & aligned on the business strategy.
- Manage the team to be competent, commercially astute, dedicated and efficient.
- Inspire and drive a high-performing team culture by demonstrating exceptional leadership capabilities and behaviours.
- Participate in regular leadership development activities and/or training.
- Build and develop a team culture focused on operational excellence, and high staff morale through appropriate communication, coaching, reviews, training & development, and regular performance feedback.
- Have a visible presence across the business to promote engagement and positive working relationships.
- Establish and maintain strong relationships across all levels of the organisation, ensuring buy-in and support of company initiatives.
- Manage expenditure and spend to deliver on strategic goals.
- Manage leave liability ensuring this remains within policy limits.

### Health, Safety, Compliance & Standards

- Always follow relevant laws and company policies within the capacity as an employee or whilst acting on behalf of Yealands.
- In relation to Health and Safety, environmental management, ethics, quality, and food safety responsibilities:
  - Ensure compliance with relevant legislation and related company's policies, procedures and standards are adhered to
  - Participate in related training
  - Report improvements or incidents through the company's reporting system and ensure any investigations are completed, improvements identified and implemented to manage risk and to minimise future risk.
- Actively participate in the injury management process.
- Enable and support employees to participate in environmental and sustainability programmes where appropriate.
- Adopt 'best practice' food defence and food fraud prevention procedures.
- Participate in and lead audits as required.

Person Specifications:	
Experience	<ul style="list-style-type: none"> <li>Minimum 3 years in Sales Management</li> </ul>
Education & Qualifications	<ul style="list-style-type: none"> <li>Tertiary qualification in Business Management or Commerce preferred</li> </ul>
Specific Skills & Attributes	<p>Essential:</p> <ul style="list-style-type: none"> <li>Excellent knowledge of FMCG market</li> <li>An in-depth understanding of the wine industry</li> <li>Attention to detail and accuracy</li> <li>Critical thinking and decision making</li> <li>Computer literacy (Microsoft Word and CRM systems)</li> <li>Strong analytical skills</li> <li>Results driven</li> <li>Customer focus and can-do attitude</li> <li>The ability to build rapport quickly at all levels</li> <li>Strong leadership &amp; management experience</li> <li>Sound understanding of international market and consumer trends</li> </ul>
Core Competencies	<p>Performance</p> <ul style="list-style-type: none"> <li>Follow health and safety rules in all aspects of the role.</li> <li>Trained in and follows all SOP's to carry out the task</li> <li>Ensures all tasks are carried out efficiently and to the highest standards</li> <li>Perform tasks to a commercially acceptable speed</li> <li>Takes responsibility for the task</li> <li>Makes decisions and resolves issues within own capability</li> <li>Keen to learn new skills and apply abilities</li> <li>Careful, picks up problems quickly and rectifies</li> <li>Promptly reports issues with possible solutions</li> </ul> <p>Teamwork</p> <ul style="list-style-type: none"> <li>Is a team player and leads by example</li> <li>Fosters a positive working relationship with other team members</li> <li>Actively contributes as part of the team during meetings and team discussions</li> <li>Shares information; respects and supports others</li> <li>Performs fair share of workload</li> </ul> <p>Yealands Values</p> <ul style="list-style-type: none"> <li>Attendance and time keeping to an acceptable standard</li> <li>Acts with honesty and integrity, willing to go the extra mile</li> <li>Embraces the company mantra and builds upon the company culture</li> <li>Provides clear instructions and direction</li> <li>Proactively seeks to improve others' skills through training, coaching and feedback</li> <li>Resolves day-to-day issues and escalates to the manager as appropriate</li> <li>Builds a supportive and cooperative team environment</li> </ul>
<p>This position description is intended to describe the general nature and level of work being performed. It is not an exhaustive list of all responsibilities, duties, or skills required, and the employee may be required to perform other duties (that they are skilled to perform) as needed.</p>	
Employee & Manager Acknowledgement:	

Employee Signature	Date	Manager Signature	Date
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