



Sales and Marketing Manager

Information for Candidates

Overview

Sturdy Products Ltd is one of Ireland's largest manufacturers of rotationally moulded plastic products serving customers in both the public and private sectors in Ireland and the UK. Established for 30 years, the Company operates from a single site in Blessington, Co Wicklow, and has a UK office in Burton upon Trent.

Sturdy Products Ltd manufactures, markets and sells a wide range of its own products and distributes a small number of other products in Ireland, for example metal and injection moulded containers made by large UK based manufacturers. Company Revenues in 2010 were circa £5M.

A Brief History

The Company's origins date back to 1981 when Tank Engineering Ltd was set up at the Blessington site by current MD and owner John Hanlon to supply industrial water storage tanks to the Irish market. In 1986 the Company expanded into the manufacture of rotationally moulded plastic products and nine years later a second, new, purpose built manufacturing plant was constructed in which a state of the art rotational moulding machine was installed. A Fourth roto moulding machine was installed in mid 1997 and the pattern of investment in production capabilities and premises continued in the years that followed.

The growth and diversification of the product portfolio, led to a decision to split the activities of the business; Sturdy Products Ltd was formed on October 1st 2001 as the plastic division of the Company whilst Tank Engineering remains as a separate entity focusing on the narrower market for industrial tanks. The business moved into its current site, a 32,000sq/ft facility on 4 acres, in August 2004.

In 2006 a sister Company, Sturdy Products UAE Ltd was set up in Emirate of Ras Al Khaimah to manufacture and supply plastic products and "blue chip" metal containers for the Middle East and South African markets. The Company is managed separately from the Irish business and would not impact on the Sales and Marketing Manager role.

Sturdy Products Today

Sturdy Products is a modern, successful and ambitious SME business with the know-how and agility to respond quickly to customer needs and new opportunities in the market. The Blessington site employs 25 people and now houses 5 modern Rotational Moulding machines, a full steel fabrication workshop, a full mould manufacturing facility, and an in-house Research and Design Department. The Company is unique in the rotational moulding field in Ireland; it is the only company in the country with the capability to mould products up to 4 metres in length and manufacture plastic tanks of up to 10,000 litres in capacity.

Sturdy Products can manufacture and supply over three hundred different products many of which are unique to the business. Products are sold via multiple channels including wholesale, retail, OEMs and Local Authorities into Domestic, Construction, Industrial, Municipality, Farming and Equestrian markets. The Company's products can be classified into four main groupings:

STURDY PRODUCTS LTD., BLESSINGTON INDUSTRIAL ESTATE, BLESSINGTON, CO. WICKOW, IRELAND.

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Product Groupings

Tanks	Includes rainwater harvesting systems (made up of an under ground Rainwater Harvesting Tank or an over ground Rainwater Harvesting Tank, a Water Butt, a Submersible Pump, a Float Valve, a Pressure Vessel and a Down Pipe Filter), Storage Tanks for Oil, Water, Chemical
Specialist	Includes products aimed specifically at the construction industry (Mortar Tubs, Builder Chutes and Construction Containers), Road furniture, safety and material handling systems Laundry Trolleys, Wood Pellets Storage and products for the domestic market e.g. Coal Bunkers, Composters, Garden Storage Units and Tipping Wheelbarrows
Environmental	Waste and recyclables containers(Fluorescent Tube Boxes, Battery Boxes and Spill Trolleys, Wheeled waste containers, Litter Bins
Farm and Equestrian	Includes unique products for the sheep sector including Creep Feeders, Molasses Feeders. Also a range of equestrian products such as Jump Poles, Jump Blocks and Equestrian Saddle Stores.

The Company is also able to provide a range of additional services:

- Custom Moulding** A design idea can be taken from initial concept through to product launch.
- Product Refurbishment** The Returnplast division of Sturdy Products Ltd offers a complete refurbishment service on steel and plastic wheeled waste containers. The Company also offers a refurbishment service for plastic products.
- Product Recycling** The Returnplast division of Sturdy products Ltd., which is a fully licensed reprocessing facility for specialist hard plastic, offers a disposal, regrind and refurbishment service. Two grades of plastic can be recycled. They are high density polyethylene and medium density polyethylene.
- Graphic Design** Utilising in-house expertise

Company Accreditations

ISO 9001:2000
 EN 840 Standards for plastic and steel wheeled waste containers.
 EN 13341 for oil storage tanks.
 GS-TUV for certain construction products.

The Role in Context

The downturn in the economy, and in particular the Property Development industry in Ireland, which has been a cornerstone of the Company's customer base, has prompted Sturdy Products to seek to develop a stronger presence in the UK. The UK is the Company's prime export market and already yields almost half of the total turnover of the business. The appointment of a UK based Sales & Marketing Manager is, therefore, the first step in an important strategic move.

Whilst growing sales and Business Development in the UK will be the first and overriding priority for the new member of the team, the Company is keen to use this opportunity to bring someone into the business with the experience attributes, and capability to, in due course, provide senior level leadership in sales and marketing in both Ireland and the UK. The Company does not currently have a senior level sales and marketing specialist on the management team, and there is therefore a clear opportunity for the appointed person to progress into a key and influential position.

First and foremost, however, the requirement is for someone who can make tangible, positive impact soon after appointment. After completing a comprehensive induction programme, the job holder will therefore need to quickly grasp the fundamentals of the business, research the market, develop and agree a strategy and priorities and begin generating sales. It is expected that visible results will have been achieved within three months i.e. firm orders or commitment to future sales. Given the nature of the products and the types of customer, the sales cycle is typically quite short, i.e. buying decisions tend to be made fast.

In the medium to longer-term the Company is seeking to increase turnover in the UK by €2M and additional net profits of €100,000 within two years.

The new Sales & Marketing Manager would have responsibility for sales across the entire product range in the UK with a small number of exceptions. It is expected also that the Sales & Marketing Manager will be alert to opportunities for existing products to be adapted or new products to be developed to address gaps in the market. The company has excellent in-house R&D resources and the capability therefore to respond quickly.

Having laid the foundations, and achieved initial targets, the next stage in the development of the role will be to build and lead a UK based sales team; it is anticipated that responsibility for sales in Ireland which will include responsibility for the Ireland based sales team, (currently two people), will follow quickly. Looking further ahead, if the business in the UK grows sufficiently, the Company would seriously consider setting up a separate Company in the UK which raises the prospect of the appointed person earning a stake in this venture.

The new Sales and Marketing Manager will be joining a Company with an excellent reputation and track record and ambitions to grow which will not be limited by production capacity or finance; long term prospects for the right candidate are exceptional.

Remuneration Package

The Remuneration package is negotiable with scope to tailor salary and performance related incentives according to the preference of the successful candidate.

Job Description

Job Title: Sales and Marketing Manager with Responsibility for Business Development
Reports To: Managing Director
Direct Reports: None initially though Sales Team will be established with growth of UK business
Location: Ideally within commuting distance of Burton upon Trent, locations in North West could be acceptable

Job Purpose

- Develop the sales strategy and deliver targets for growth in sales and contribution in the UK Market
- Establish a strong foundation for the future business development and expansion in the UK

Key Responsibilities

- Develop and implement a plan to achieve short/medium term targets for revenue growth and profitability in the UK by identifying profitable sales opportunities and new markets for the existing product range and investigating/identifying gaps in the market for new products
- Develop the sales strategy for Sturdy Products in the UK based on sound analysis and research of the UK Market
- Organise and control marketing activities and communication material for the UK
- Formulate company policies on all UK sales matters e.g. for telesales calling e-marketing, retail sales, pricing strategy to different customers and rebate schemes
- Report progress against plans to the Board on a weekly and quarterly basis and attend quarterly management meetings.
- Ensure good upwards communication on problems or developments which will impact on the business.
- Manage the expense budget for the UK ensuring that costs are controlled and kept to a minimum
- Provide sales forecasts for budget purposes and on an ad-hoc basis as required
- Identify, recommend/take action in response to changes in the market, new opportunities and potential risks
- As the senior contact for customers in the UK, ensure that the Company's image, reputation and achievements are represented to maximum effect and that any issues are managed decisively and in accordance with internal procedures and are communicated appropriately.

Person Specification

- Results driven with a proven record of sales achievement in a business with similar features
- Experience of sales leadership in a business that has diversified successfully into new markets would be particularly desirable.
- Able to demonstrate a structured marketing led approach to sales
- Committed, adaptable and resourceful with an entrepreneurial outlook.
- Proven ability manage and motivate a field sales team will be essential as the role develops.
- Knowledge and experience to contribute generally to the leadership of the business
- Self starter, able to work effectively own initiative
- Driving licence essential

Further Information: visit www.sturdyproducts.com