Alice Caroline Ltd.

Sales and Customer Relations Associate (part-time, temporary contract)

# Job Summary

In this role, you will play a vital part in the growth of our business. Your main aims are to plan, organise and implement a sales strategy for the trade arm of Alice Caroline. This includes developing sales for ready-made fabric goods, wholesale fabric and fabric kits, to customers in the UK and overseas.

Your ability to build relationships B2B, organise and align activities to satisfy customers, and proactively pursue sales will be essential to your success.

Key facts about this role include:

* Between 25 and 30 hours per week required, over three or more weekdays.
* The usual place of work is Darkes Barn, Conderton, GL20 7PP. Up to half your weekly hours may be worked remotely, after successful initial training and induction.
* Salary £28,000 to £32,000 per annum for a full time equivalent. (37.5 hours per week is a full time equivalent).
* Other benefits include 25 days’ annual leave plus bank holidays; sick pay; staff discount.

## Responsibilities

The role is broad in its nature and therefore the successful candidate will be able to multitask to provide a high quality, dedicated, administrative and logistical service whilst being the first point of contact to our B2B customers. The following list serves as a guide rather than a rigid outline.

#### Sales and Customer Relationship Management

1. Develop and maintain strong relationships with customers from AC Trade, Faire, and other platforms, understanding their purchasing behaviours to maximize profitable sales opportunities.
2. Serve as the principal liaison, offering support and solutions to Trade customers, fostering long-term customer loyalty.
3. Proactively explore and cultivate new market opportunities, initiating contact with potential clients to expand our customer base.
4. Monitor market trends to identify potential opportunities and risks within the industry.
5. Analyse performance metrics across sales platforms to inform and refine sales strategies.
6. Coordinate all aspects of participation in Trade Shows, including stand setup, travel arrangements, order processing, and follow-up on new leads.
7. Manage the credit customer database, overseeing credit limits and payment schedules, and ensuring timely collections.
8. Handle bespoke customer requests, from presenting options and arranging samples to coordinating product photography and addressing pre-order inquiries.

#### Inventory and Stock Control

1. Forecast and manage stock levels to prevent shortages and excesses, aligning inventory with sales trends and customer needs.
2. Collaborate with colleagues to predict stock requirements, ensuring the availability of products to meet sales demands.
3. Participate in regular stock audits to ensure accurate inventory records.

#### General Duties

1. Occasionally travel to engage with clients and represent the company in sales meetings.
2. Assist with annual and periodic stocktaking activities.
3. Perform other related duties as assigned, commensurate with the role’s scope and responsibilities.

## Person Criteria

If you have a genuine enthusiasm for making sales and helping customers, you are the right kind of person; here are the main requirements for the role:

#### Essential

1. At least three years’ experience in a role which builds customer relationships.
2. Experience and successes working in B2B sales.
3. Enjoying using your own initiative to improve business processes.
4. Proven track record of successfully contributing towards team goals.
5. Equivalent of two A Levels or a Level 4 NVQ or higher, and five or more GCSEs (incl. English and Maths) at grade C or above, or equivalent.
6. A resourceful and determined approach, focussed on delivering fantastic customer service and winning new business.
7. The ability to self-motivate, plan and organise your own workload efficiently.
8. A professional, pro-active and can-do attitude, willing to go the extra mile to “make it happen” for customers or colleagues.
9. A quick learner, able to solve problems effectively and comfortably take ownership of situations.
10. Excellent verbal and written communication skills.
11. Highly numerate with great attention to detail.
12. Full UK driving licence, no bans or convictions.
13. Access to your own vehicle for work-related travel.
14. The ability to travel within the UK and stay overnight, on an occasional basis.
15. Confident usage of Microsoft Excel for record-keeping and stock control including the ability to use formulas.
16. Good working knowledge of Microsoft Office, email clients and web browsers.

#### Desirable

1. Familiarity with Apple Mac computers.
2. A Business or Administration qualification.

# How to Apply

Please tailor your CV to the job specification and include a covering letter explaining how you are ideal for the role. If you have any access needs, please specify these within your letter and we will do our best to accommodate you, if we wish to meet you for interview. Send your CV and letter to recruitment@alicecaroline.co.uk.