



**Position Title:** Sales and Marketing Advisor

**Reports to:** General Manager, Sales and Marketing

**Date:** July 2018

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## The Organisation

Orillion develops innovative products and services to create better spaces for nature and people to share. Their work assists with:

- **Disease Eradication** – Orillion’s products help to safeguard beef, dairy and venison exports
- **Agriculture** – Orillion’s products enable the practice of sustainable farming
- **Public Health** – Orillion provides rodent control solutions to help protect cities
- **Native Species** – Orillion plays a role in protecting vulnerable native species

Orillion is the trading name for Animal Control Products Limited, a Whanganui based state owned enterprise established under the State-Owned Enterprises Act 1986. Established in the 1950’s, its purpose was to manage the secure importation and storage of toxins required to manufacture bait products for the various agencies involved in controlling a wide range of introduced vertebrate pests including feral ungulates, lagomorphs, marsupials, rodents and pest birds. Since 1996, Orillion has successfully diversified and expanded its product range, designing and manufacturing products under the registered trade name PESTOFF for domestic and export markets.

Orillion operates a proactive research and development programme and works closely with Landcare Research and other research agencies to enhance its existing products and develop new innovative solutions for the pest control industry.

## Purpose of the role

The Sales and Marketing Advisor is responsible for supporting the General Manager, Sales and Marketing to grow Orillion’s customer base in New Zealand and overseas. This role is accountable for providing sales and marketing support, including the provision of sales analysis and reporting, and the development of marketing collateral to support product sales and use. This role manages the day to day operation of the company’s website.

The Sales and Marketing Advisor will work closely with the General Manager, Sales and Marketing to prepare all the documentation required to meet Orillion’s regulatory requirements under HSNO and ACVM provisions.

## Key Relationships

### External

- Clients – Department of Conservation, TBfree, Bell-Booth Ltd, regional councils, private contractors, community groups, export customers and retail customers.
- Regulatory agencies - Ministry for Primary Industries, Environmental Protection Authority, Ministry of Health, NZ Police, Worksafe NZ.
- Suppliers
- Partners
- Industry stakeholders - NGO's, other government departments, industry training organisations.

### Internal

- General Manager, Sales and Marketing
- Operations Manager
- All staff

## ACCOUNTABILITIES

### Overall Role Accountabilities

- Sales Support
- Marketing Support
- Advice
- Product Development Support
- Regulatory Support

### Sales Support

The Sales and Marketing Advisor provides sales support to enable Orillion to identify potential opportunities for growth both domestically and internationally.

### Key tasks

- Working closely with the General Manager, Sales and Marketing, develop and format proposals to secure new business.
- Research best freight options, liaising with suppliers in order to determine customer pricing.
- Provide information on sales performance against forecasts to the General Manager, Sales and Marketing for inclusion in monthly business reports.
- Format reports, presentations, proposals for the General Manager, Sales and Marketing.
- Support the General Manager, Sales and Marketing in the preparation of sales updates for the Chief Executive and Board on new business opportunities or threats to established business.
- Monitor billing and transactions to ensure customers are invoiced in a timely and accurate manner.
- Monitor foreign exchange rates on behalf of the General Manager, Sales and Marketing.
- Update the client account database and sales history on the EXO Business system so that the information remains accurate and accessible.

## **Marketing Support**

The Sales and Marketing Advisor provides marketing support to the General Manager, Sales and Marketing to enable Orillion to maintain and grow its market share.

### **Key tasks**

- Coordinate and facilitate an annual customer satisfaction survey, collating the results into an agreed report with the General Manager, Sales and Marketing.
- Working closely with the General Manager, Sales and Marketing, organise the development of appropriate artwork and label content for each product to reflect the needs of the target market and positioning of each product.
- Format reports, presentations, proposals for the General Manager, Sales and Marketing.
- Maintain HSNO compliant safety data sheets for all products.
- Maintain up to date product information, product labels, safety data sheets and retailer listings on the company web site
- Assist with the development of, and distribute marketing collateral such as product brochures, technical bulletins, web pages and newsletters as required to encourage and support sales and pitch products at key market segments.

### **Advice**

The Sales and Marketing Advisor provides advice and support as required.

### **Key tasks**

- Provide clients with advice on transport, storage, use and disposal of products.
- Working closely with the General Manager, Sales and Marketing, develop charts, tables and other tools to assist clients with operational costings, product selection and baiting methodologies.
- Follow up and resolve in an efficient and timely manner, complaints and incidents relating to product quality, invoice queries, freight and other matters, escalating to the General Manager, Sales and Marketing as required.

## **Product Development Support**

The Sales and Marketing Advisor provides product development support to enable new product opportunities to be developed.

### **Key tasks**

- Provide support to the General Manager, Sales and Marketing with the evaluation of new product opportunities in terms of market research into future demand.
- Work closely with the General Manager, Sales and Marketing to complete the documentation required to obtain Dangerous Goods packaging approvals where required under the UN standards code.
- Work closely with the General Manager, Sales and Marketing, review label art and label content to ensure they are in accordance with HSNO and MPI guidelines.

- Work closely with the General Manager, Sales and Marketing, complete the documentation required to obtain EPA approval to manufacture new hazardous substances for release or containment.
- Work closely with the General Manager, Sales and Marketing, submit data package volumes and applications for registration to MPI.

### **Regulatory Support**

The Sales and Marketing Advisor will work closely with the General Manager, Sales and Marketing to ensure all documentation and registers are kept up to date to enable Orillion to meet its obligations.

### **Key tasks**

- Maintain an up-to date register of trade name products approved for sale by MPI.
- Maintain the dataset of approved product labels and safety data sheets.
- Maintain in both hard copy and electronic form, copies of the most recent MPI approved Product Data Sheets (PDS) for all products.
- Ensure applications for registration renewals are lodged well prior to the lapse dates.
- Work closely with the General Manager, Sales and Marketing complete documentation required for registrations, renewals, variations, label changes and special approvals.
- Work closely with the General Manager, Sales and Marketing, submit new packaging for testing and complete documentation required for applications to Ministry of Health for packaging approvals.
- Work closely with the General Manager, Sales and Marketing, complete documentation required for applications for approval and determination on new hazardous substances to EPA.

### **Operational Support**

The Sales and Marketing Advisor will work closely with the General Manager, Sales and Marketing to ensure all documentation and registers are kept up to date to enable Orillion to meet its obligations.

## Competencies – attributes, skills and experience

Execution	Relationships	Personal Qualities
<p><b>Business/commercial acumen</b> Keeps up to date with science, industry and economic trends, politics and commercial imperatives relative to area of interest to increase or expand current business. Identifies and acts upon, or assists with, opportunities. Recognises signs in the markets and interprets them in relation to impact, opportunities and risks.</p>	<p><b>Communication</b> Expresses and conveys information effectively to other people. This includes speaking, writing and listening. Communication is clear, effective and complete.</p>	<p><b>Adaptability</b> Ensures effective performance when faced with changing demands; demonstrates energy, optimism and resilience.</p>
<p><b>Continuous improvement</b> Identifies opportunities to improve existing processes; takes action to implement improvements and measure impact.</p>	<p><b>Teamwork</b> Works cooperatively with other team members to accomplish organisational goals; communicates in a respectful manner.</p>	<p><b>Attention to Detail</b> Accomplishing tasks by considering all areas involved, no matter how small; showing concern for all aspects of the job; accurately checking processes and tasks; being watchful over time.</p>
<p><b>Customer Focus</b> Makes customers and their needs a primary focus of one's actions; develops and sustains productive customer relationships.</p>	<p><b>Sales Ability/Persuasiveness</b> Uses appropriate interpersonal styles and communication methods to gain acceptance of an idea, product, plan or service; effectively influences others and adapts one's own behaviour to accommodate circumstances and individuals involved.</p>	<p><b>Health and Safety</b> Promotes a culture where health and safety are seen as integral to success. Is aware of and takes into account conditions that affect own and others' health and safety.</p>
<p><b>Decision making</b> Identifies and understands issues, problems, and opportunities; compares data from different sources to draw conclusions; uses effective approaches to choosing a course of action or developing appropriate solutions, taking action that is consistent with available facts, constraints, and probable consequences.</p>		<p><b>Integrity</b> Acts in a manner that conveys the principles important to Orillion, including fairness, honesty and confidentiality.</p>

<p><b>Information Management</b></p> <p>Stores and manages information systems to enable the efficient and effective use of information.</p>		<p><b>Learning</b></p> <p>Acquires, understands and applies new job-related information knowledge and skills in a timely manner. Able to learn from experiences and other people and apply in practice.</p>
<p><b>Planning and organising</b></p> <p>Plans and manages activities and projects for self and others; organises tasks to make best use of time and resources and focuses attention on key objectives.</p>		
<p><b>Professional/Technical Skills and Knowledge</b></p> <p>Applies the breadth of knowledge and understanding in position-related area achieved through study and/or experience.</p> <ul style="list-style-type: none"> <li>• Sound understanding of sales and marketing activities</li> <li>• Understanding of market and customer research</li> <li>• Experience in technical writing and basic journalism</li> <li>• Has an understanding of and experience working within appropriate legislation.</li> <li>• Competence in Microsoft Excel, Word, Publisher and PowerPoint</li> <li>• Understands Orillion’s obligations to, and government’s policy on, the Treaty of Waitangi and applies this knowledge in decision-making</li> <li>• Proficient software user for producing reports and documents</li> <li>• Must have a full drivers licence</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Tertiary training in marketing or commerce is ideal or experience within a relevant industry/marketing role</li> <li>• Ability to trouble-shoot and resolve problems with computer functionality at local level</li> <li>• Ideally have 3-4 years’ experience in a similar role</li> <li>• Experience in use of accounting software</li> <li>• Some technical experience would be beneficial</li> </ul>		