

CORYS ELECTRICAL LIMITED

POSITION DESCRIPTION

Role Title: Regional Manager Upper North Island – Sales & Operations

Reports To: General Manager – Sales & Operations

Direct Reports: up to 12

Location: Auckland National Office: Regional travel required

PURPOSE OF THE ROLE

The Regional Manager Upper North Island - Sales & Operations is responsible for driving sales performance and business growth, P&L ownership, working capital ratio, delivering operations excellence, efficiency and exceptional customer service across the Upper North Island branches, based on:

- Branch P&L's including working capital
- Sales/ Growth budgets and market share
- Product ranging aligned to customers and commercial outcomes
- Customer service framework & performance metrics
- Operational process compliance and policy adherence
- Recommend property/ branch location opportunities to optimise network power
- Lead the Counties Energy relationship and Contract Delivery
- Health & Safety

This role will:

- Lead change in the region to become a customer centric selling business
- Drive sales/ growth outcomes by delivering key metrics through selling excellence, customer acquisition and estimations excellence to win bid opportunities
- Lead the regional branch network direction for delivery of operational performance and profitable growth, operating with consistency, discipline and agility
- Ensure the region delivers on customer service as a trusted supply partner
- Understand the market and identify opportunities for business growth through products and services aligned to customer current and future needs
- Collaborate with key support functions and the Infrastructure & National Contracts team in delivering contract fulfilment success for the region's largest and most strategic customers, supporting major contracts, bids and negotiations as relevant

The Regional Manager empowers their branch, sales and support leaders, builds capability, and fosters a culture of performance, accountability, innovation and continuous improvement to deliver sustainable success.

KEY TASKS

DELIVERABLES

Budgets & Financial Responsibility: P&L & Working Capital for Region and Branches	• Develop and deliver the budget and financial performance goals of the sales and operations functions across the region • Monitor financial performance against targets and implement corrective actions as needed • Ensure alignment of sales initiatives and operational execution with Corys financial objectives and national strategy • Working Capital achievement and active management of Regional inventory and debtors KPI's • Recommend property/ location opportunity that increases network strength • Continuously drive cost optimisation and resource alignment while protecting customer outcomes and service delivery • Work in collaboration with the Marketing and Supply Chain teams to maintain relationships with key suppliers to achieve buying advantage of required products • Ensure regional inventory control and local ranging checks and balances are in place and decisions are well managed and in line with budget
Sales Development & Growth	• Regional & Branch sales: drive execution and deliver sales growth and margin outcomes aligned with the national strategic direction and regional budgets • Lead, motivate, and coach Managers to consistently achieve and exceed sales, market share and branch growth/ performance targets • Drive performance of BDM reports in line with agreed budgets • Drive regional estimating excellence ensuring close connection of estimator with market and market relevant bid strategy. • Implement agreed regional sales strategies, initiatives, and campaigns that translate effectively at branch levels in collaboration with the Marketing team • Strengthen customer relationships; oversee key account management strategies; ensure customer retention and acquisition • Monitor customer insights, market trends, and competitor activity to seize opportunities and inform growth strategies
Excellence In Selling Framework	• Build and develop a sales and customer centric culture at Branch, aligned with the national strategy • Manage sales performance using agreed key metrics for all direct sellers including BDM and Branch Sales Rep's • Facilitate delivery of sales training and development for Branch leadership, ensuring they have the tools, mindsets to succeed • Drive the Sales Incentive Programme to support Branch team motivation and sales focus

Counties Energy Contract; Management and Leadership	• Lead the business relationship and ensure other Corys leaders are engaged as required to deliver a strong positive, multi point relationship organisation • Deliver outcomes per requirements measured in the Contract KPI's • Drive initiatives to expand Contract earnings annually; budget for these and drive delivery • Lead resolution of material level issues to ensure long term success of the Contract
Operational leadership & efficiency	• Regional operations leadership, ensuring branches operate efficiently, consistently and to the highest standard, ensuring achievement of all people, financial and operational KPIs • Develop and drive the branch operating strategy, aligned with the national Sales & Operations Plan, leading performance, transformation and growth • Drive branch operational discipline with systems, processes, and resources that enable sustainable growth and service excellence • Continuously seek efficient branch and sales operating structures, aligned with the national Sales & Operations strategy, responsive to customer needs and future consumer and commercial trends • Champion delivery of operational excellence through continuous improvement, best-practice processes, and consistent execution across branches • Ensure compliance to internal process requirements and policy is in place for all operations • Lead health & safety in daily operations activities, ensure compliance with health & safety, risk, and regulatory standards, embedding a culture of safety
Market insights, knowledge and representation	• Be the leadership voice and focus of the regional branch network sales function and customer priorities • Analyse competitor activity, market share, and sales trends to identify opportunities for growth • Represent Corys at industry events and ensure Corys is well positioned in expo's and key stakeholder meetings
Performance, Planning, Monitoring & Reporting	• Work with GM – Sales & Operations and Finance partners to prepare sales reports and forecasts • Regularly report to the GM – Sales & Operations on progress against budgets, strategies and objectives • Consistently appraise the activities of the branch network according to overall strategies and objectives, including monitoring and evaluation of each branch and overall • Regularly review the financial performance of key customers • Ensure appropriate due diligence of operational and financial models of any tenders, business or people plans, analysing for risk and opportunity

Collaborate with Regional Sales & Operations Leadership Team	• Build strong relationship with the Sales & Operations Leadership Team across Regions • Contribute to Sales & Operations planning, budgeting, and business improvement initiatives as a key member of the Sales & Operations leadership team • Ensure well-aligned execution across branch sales & operations outcomes
Cross-Functional Collaboration	• Work with Finance, Supply Chain, Marketing, Infrastructure & National Contracts and HR to align regional Sales & Operations decisions
Upper North Island Regional Team Leadership	• Lead, coach and develop the team to deliver high standards of service, support and expertise • Build a high-performance culture of accountability, performance, collaboration and continuous improvement • Ensure the team's capability, structure and resources are aligned to business priorities and growth
Health and Safety	• Visible health & safety leadership, creating a safety culture proactively driving safety from the frontline • A safe and healthy working environment is maintained; Safety starts with me • Actively participate in safety initiatives • Wear your PPE when required • Ensure Health and Safety standards, policies and procedures are fully understood by self and direct reports • Investigate all reported accidents, incidents and near misses as required

KEY RELATIONSHIPS

Internal

- GM Sales & Operations
- Sales & Operations Leadership Team
- Branch teams & Sales
- Support Office teams
- D2A Management

External

- Relevant Industry Organisations
- Other Local Businesses
- Current and Potential Customers
- Suppliers
- Other Stakeholders

PERSON SPECIFICATION

BEHAVIOURAL COMPETENCIES

Strategic Thinking	Demonstrates ability to see the big picture and link operational decisions to long term business goals Develops and communicates strategic sales and operational plans aligned with business objectives Anticipate upcoming trends, competitive threats and business risks
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Leadership and People Development	Inspires, motivates, and coaches teams to high performance Builds a culture of accountability, collaboration, and customer focused behaviour Acts as a role model for values and behaviours, champion change Recognises and develops talent within the sales and operations teams
Commercial and Financial Acumen	Demonstrates strong understanding of P&L, budgets, and financial performance Makes data driven decisions that balance revenue growth, profitability and operational efficiency Understands market drivers, pricing strategies and customer value to maximise business outcomes
Customer and Sales Focus	Acts as the voice of the customer in decision making and strategic planning Champions sales excellence, driving adoption of frameworks, process and metrics Builds and maintain strong relationships with key strategic customers
Change and Transformation Leadership	Leads organisational change initiatives with influence, resilience and clarity Fosters a culture of continuous improvements in sales and operational practices Challenges legacy ways of working while aligning stakeholders across functions
Communicate and influence	Communicates clearly, persuasively and with impact across all levels of Corys Builds trust and credibility with stakeholders, peers and team members Influences decision making in cross functional initiatives and drives alignment across branches and department
Problem Solving & Decision Making	Demonstrates critical thinking and structure problem solving skills Makes timely, informed decisions, often in complex or ambiguous situations
Resilience & Results Orientation	Maintains focus and composure under pressure or challenging circumstances Drives accountability for results across sales and operations Maintains energy and persistence in achieving business growth and operational excellence
Collaboration & Stakeholder Management	Works effectively and builds strong relationships across functions to achieve common goals Balances competing priorities and manages stakeholder expectations with diplomacy and professionalism

KNOWLEDGE, EXPERIENCE AND SKILLS REQUIRED - TBC

Knowledge, Experience and Skills

- Proven successful experience in leading multi-site sales & operations, ideally in relevant industry
- Strong commercial acumen with experience managing budgets, forecasts and P&L
- Demonstrated success in building high performing sales and operations teams
- Excellent communication, negotiation and stakeholder management skills
- Capable leader of organisational and cultural change
- Experience in the electrical industry is desirable but not essential.
- Clean, valid driver's licence

OCCUPATIONAL HEALTH & SAFETY

Physical Consideration

Corys Electrical is committed to ensuring that employees' Health and Safety is not compromised either by the work environment or by work process and procedures. The company makes every effort to –

- Provide a safe and healthy work environment; and
- Reduce the risk to employees arising from identified hazards.

The company takes all reasonable steps to ensure that individuals are not appointed to positions which will endanger their health. It also ensures that all significant hazards associated with positions are identified.

As part of its occupational health and safety practices, the company may require a prospective employee to complete a health questionnaire prior to any offer of employment, in order to ensure that potential risks to employees are identified.

POTENTIAL HAZARDS

Activity	Hazard
Computing	• Use of computer monitor • Occupational overuse syndrome
Transport/distribution operations	• Moving vehicles • Use of fork hoists
Warehousing	• Stacked product/obstacles • Manual handling and lifting • Spillages and slippery surfaces • Chemicals/dangerous goods
Telephone use	• Cradling of receiver rather than using a headset.
Driving	• Traffic • Road conditions • Fatigue • Mobile Phone Use