

Position Description:

Title and reporting relationships	
Position title	Sales Support and Capability Manager
Business Unit	Sales
Reports to	General Manager – Sales Operations
Direct Reports	Sales Support Lead
Indirect Reports	Senior Sales Support Co-Ordinator Sales Support Co-Ordinators
Scope:	Highbrook OCD Head Office

Main Purpose of Position
The Sales Support and Capability Manager is responsible for leading the Sales Support function to ensure that customer requirements are captured accurately and fully, sales orders are processed in line with company deadlines, and customer service standards are delivered in an efficient, timely and professional manner. This role provides leadership, coaching, process governance and continuous improvement across the Sales Support team, while also developing, preparing proposals for, and implementing a Sales Operations succession program that builds a sustainable pipeline of future talent across the Sales Operations area. The role ensures team objectives and succession initiatives are aligned to business priorities, corporate strategy, customer requirements, compliance obligations and operational expectations.

Key Responsibilities
Leadership and Team Management
- Lead, coach and develop the Sales Support team to ensure high performance, accuracy, accountability and customer focus. - Provide clear direction, priorities and expectations to the Sales Support Lead, Senior Sales Support Coordinator and Sales Support Coordinators. - Monitor team workload, capacity and service levels, ensuring work is allocated effectively and deadlines are achieved. - Support recruitment, onboarding, performance reviews, development planning and succession planning within the Sales Support function. - Identify future capability needs across Sales Operations and support structured talent development pathways that build internal bench strength. - Promote a culture of collaboration, continuous improvement, resilience and proactive problem solving.
Sales Operations Succession Program
- Develop, prepare a proposal for, implement and manage a structured Sales Operations succession program that builds capability and creates a sustainable pipeline of future talent across the Sales Operations area. - Assess current and future capability requirements across Sales Operations, including Sales Support, customer liaison, order governance, reporting, logistics interface, compliance and cross-functional operating knowledge. - Develop a clear program framework covering trainee participant intake, role rotations, learning objectives, training plans, mentoring arrangements, competency milestones and progression expectations.

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- Prepare business proposals, implementation plans and supporting documentation to secure agreement on program structure, resourcing, timelines, accountabilities and success measures.
- Partner with Market Managers, Supply Chain, Demand Planning, Logistics, Compliance, Technical, Finance and HR to provide practical exposure and support for program participants.
- Monitor participant progress, provide regular feedback, identify development needs and ensure the program supports both individual growth and future business capability requirements.

Sales Contract Preparation and Order Governance

- Oversee the sales order process from sales quote to sales ready, ensuring all requirements are completed accurately and within required timeframes.
- Ensure Sales Contracts, shipping instructions, labels, customer specific instructions and any special requirements are completed in line with OMARs, business rules and customer expectations.
- Monitor orders required to be sales ready at least 28 days before shipment and ensure delays, risks or exceptions are escalated and resolved promptly.
- Oversee the LC ready process to ensure orders subject to letters of credit are ready 21 days prior to shipment date.
- Provide governance over NAV processes, sales order changes, RDD updates and related system accuracy.

Key Accounts and Customer Liaison

- Ensure Key Account customer orders are managed accurately, including contract pricing in NZD or USD, contract manufacturing or tolling summaries, additional charges and agreed customer requirements.
- Support the Sales Support Lead and wider team to respond promptly and professionally to customer enquiries, queries and problems.
- Ensure customer complaints, credits and debits are raised in Paradigm as requested by Market Managers and followed through appropriately.
- Oversee the coordination of technical requests through Compliance and Technical teams to ensure customer documentation requirements are completed accurately and on time.
- Maintain strong working relationships with Market Managers, Supply Chain, Demand Planning, Logistics, Technical, Compliance and Finance to support customer outcomes.

Quality, Compliance and Continuous Improvement

- Ensure Sales Support procedures comply with customer, regulatory, OMAR and internal business requirements.
- Maintain oversight of conditional stock approvals, customer testing requirements and other compliance related activities managed through Sales Support.
- Ensure the Sales Manual is maintained, accurate and reflective of current Sales Support procedures.
- Identify, prioritise and implement process and system improvements that improve productivity, accuracy, visibility and customer service.
- Lead cross-functional reviews with Supply Chain, Demand Planning, Logistics and other teams to identify improvement opportunities and resolve recurring issues.

Reporting and Business Support

- Prepare, analyse and provide weekly, monthly or ad hoc reporting as required by Market Managers, Group Market Managers and senior leadership.
- Use reporting insights to identify trends, risks, bottlenecks, succession capability gaps and opportunities for improvement across the Sales Support and wider Sales Operations function.

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- Prepare updates, proposals and progress reporting on succession program implementation, participant development and pipeline outcomes.
- Support sales related and company project activities as required.
- Perform any other duties as required from time to time.

Competencies and KPI Measures		
Competency	Competency Description	KPI Measures
Strategic and operational leadership	Sets direction, priorities and operating standards for the Sales Support function.	Team priorities, service standards, sales ready requirements and reporting expectations are clear, monitored and achieved.
Process governance and commercial judgement	Maintains control of Sales Support processes, systems, compliance requirements and commercial risks.	NAV accuracy, OMAR and business rule compliance, customer documentation, Sales Manual currency and risk escalation are actively managed.
Succession program development and implementation	Develops, proposes and implements a structured succession program to build future capability across Sales Operations.	Program proposal, framework, implementation plan, stakeholder engagement, participant milestones and pipeline outcomes are agreed, implemented and reviewed.
Team management and capability development	Leads, coaches and develops the team to build performance, engagement, succession strength and a future talent pipeline across Sales Operations.	Workload, performance, development plans, onboarding, succession program proposal milestones, implementation actions and participant progress are monitored and progressed.
Stakeholder communication and influence	Communicates clearly and influences outcomes with customers, Market Managers and cross-functional teams.	Clear updates are provided, risks are visible, communication gaps are addressed and stakeholder outcomes are supported.
Continuous improvement and change leadership	Identifies and leads practical improvements to increase accuracy, visibility, productivity and service quality.	Process reviews, agreed improvements and procedure updates are implemented and measured for effectiveness.
Resilience and escalation management	Stays effective under pressure and resolves or escalates issues constructively.	Peak workload, delayed orders, customer concerns and competing priorities are managed calmly and appropriately.

Qualifications, Experience and Knowledge	
Essential	Desirable
• Significant experience in Sales Support, export sales support, documentation, customer service or a related operational function. • Proven experience leading or coordinating a team, including allocating work, setting expectations and monitoring performance. • Demonstrated ownership of a functional area, including service standards, workload management, escalation management and improvement outcomes.	• Dairy industry or broader primary industry experience. • Experience in freight, logistics, customs clearance, supply chain or export documentation processes. • Experience improving procedures, work instructions,

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Essential	Desirable
• Experience developing capability, coaching team members, supporting succession planning or implementing structured development pathways. • Ability to prepare clear business proposals, implementation plans, progress updates and supporting documentation for operational initiatives. • Strong knowledge of international trade, export sales processes, customer requirements and sales ready/order governance requirements. • Strong systems, reporting and data capability, including NAV or similar enterprise-wide systems. • Sound understanding of process governance, compliance requirements, customer documentation and procedural controls. • Strong communication, stakeholder management, problem solving, decision making, planning and organisational skills. • Demonstrated ability to coach, develop and build team capability in a demanding, deadline-driven environment.	systems or Sales Support processes. • Experience developing trainee programs, succession programs, talent pipelines, rotation frameworks or structured learning pathways. • Advanced Excel, reporting or data analysis capability. • Relevant tertiary qualification in business, commerce, supply chain, export, operations, science or a related field.

Changes to Position Description
This position description is not exhaustive, and you may be required to undertake other duties that are reasonably required by your manager, consistent with the role. From time to time, it may be necessary to consider changes to the position description in response to the changing nature of our work environment. Any significant changes will be made in consultation with you.

Acknowledged / Accepted:

Employee: _____

Date:

Manager: _____

Date: