



JOB DESCRIPTION

Dealer Merchandiser Specialist

Job Purpose

The Dealer Merchandiser Specialist performs activities with the purpose of strengthening the Brampton Brick Ltd. and Oaks Concrete Products brand image at existing and new dealer locations. Enhancing the dealers' image and ability to better serve both, contractors and home owners, as well as supporting the landscape and masonry sales team with samples, literature and other promotional items to promote and secure sales throughout the year. Product knowledge combined with design and/or product application expertise allows the Dealer Merchandiser Specialist the ability to present the benefits of the landscape as well as, masonry product lines to dealers, contractors and home owners alike.

The Dealer Merchandiser Specialist is assigned a target territory and sales goals. A merchandising plan is established with the Sales Manager to achieve market goals by strengthening the brand image at the dealer locations within the given territory. This may include various dealer/contractor functions and even some D.I.Y. seminars. Merchandising and P.O.P. (point of sale) support to dealers, being a vital activity, will also include coordinating product/lifestyle display enhancements. This individual must be flexible to work the hours necessary to connect with their dealer client base.

The Dealer Merchandiser Specialist needs to be a motivated, flexible, organized professional. Dealer and contractor relationship building is a key component to success within this role. Therefore as an expert communicator this individual understands the value of 'follow-up' and works with a 'sense of urgency'.

Primary Duties & Responsibilities

- Ensure all Brampton Brick and Oaks P.O.P., literature and display materials are available and well maintained at all dealer locations within set territory.
- Ensure all product rack and lifestyle displays are presentable and current.
- Provide dealers and contractors with product sample packs/boards.
- Serve as liaison or point person between the dealers & Oaks and contractor & specifiers.
- Assist with and conduct product seminars/presentations focusing sales growth through dealer locations.
- Provide product samples to design professionals as necessary to encourage growth through product specification in design projects.

Qualifications / Experience

- College Diploma or University Degree
- Landscape design, construction and CAD knowledge an asset
- Two - Three years landscape industry experience
- Proficiency in Microsoft Office including Power Point presentations
- Merchandising experience

The Dealer Merchandiser Specialist must display a good level of competence in the following;

- Effective communicator: Listen, speak and write clearly and in a timely manner utilizing appropriate communication tools and techniques.
- Plan & Strategize: create and implement action plans, set goals evaluate the process and results.
- Problem Solve: gather necessary information, evaluate problem situations to identify causes, generate possible solutions and/or make recommendations to solve the problem.
- Creativity: develop new and unique ways to enhance growth opportunities.
- Prioritize: manage time and travel schedule and track progress towards goal(s).
- Presentation: design and deliver product knowledge training for contractors and dealer staff.

Working Conditions

This role requires travel within a set territory to dealer locations and design professional offices. As well as travel between Oaks/Brampton Brick head Office and manufacturing plants.

To Apply

If you are interesting in applying for this position, please forward your resume and cover letter indicating position title and salary expectations to saleshiring@bramptonbrick.com

We would like to thank all applicants for their interest; however only those considered for an interview will be contacted.