



## **SALES MANAGER**

### **IKAWA for Professionals | Direct Sales**

Job Description

#### **IKAWA**

IKAWA is a fast-growing start-up based in East London.

We design and manufacture transformational, innovative systems to improve the quality and appreciation of coffee and have customers in over 100 countries worldwide.

Our products currently consist of two types of coffee roasting machines together with supporting apps and a range of curated green coffees. The award winning IKAWA Sample Roaster is used by coffee professionals to advance coffee quality by helping them improve their evaluation of green coffees. It has already been disruptive in this sector and is now being used by industry leaders to enter and win global coffee competitions.



IKAWA at Home Roaster was launched following a successful Kickstarter campaign and is used by coffee connoisseurs and enthusiasts. In this context, the IKAWA at Home range, encompassing the roaster, green coffee and accompanying roasting profiles makes the process of coffee roasting very simple. The accompanying app enables experimentation and easy transfer amongst a community of users.

Join us and help deliver this potential.

Our head office is in Hackney, London. We also have a sales office in Los Angeles.

See: [www.ikawacoffee.com](http://www.ikawacoffee.com)



### **The Role**

We are looking for a high performing, ambitious sales professional to play a key role in growing sales and industry demand for the IKAWA Sample Roaster for Professionals to help become the market leader and a standard within our industry.

Reporting directly to the Head of Sales, you will have responsibility for global direct sales performance. You will manage the delivery and ongoing improvement of our sales plan, building on our proven product market fit and a strong sales foundation; a large active pipeline, effective processes and practices, and extensive sales tools.

Through your demonstrable experience and skill in sales, you will excel in B2B remote selling, key account management, customer relationship management, prospective client meetings, pitching, public speaking, presenting, trade shows, and will have countless opportunities to travel internationally (specifically, in our key direct sales markets).

You will work closely with other functions of the business; marketing, customer service, operations, finance, R&D, and be a member of cross-functional project teams – giving you the opportunity to support and directly contribute to wider organisation goals as well as sales initiatives.

As the line manager to a talented sales team, you will be responsible for the individual and collective performance of the direct sales team. The sales team currently consists of six Sales Executives (three members in the UK office and three in our US Sales Office) with further recruitment planned in FY20 and beyond. You will be a highly competent leader with skills and motivation in managing and getting the best out of other high performers creating an engaged, effective team.

This is an exciting prospect for someone to prove themselves as an effective business and sales leader, becoming a key contributor and leader to our organisation's success in the short to medium term – with opportunities to take on broader, greater responsibility as we continue to grow the team and business as a whole.

### **Responsibilities**

- Implementing the direct sales plan and achieving our ambitious sales targets for FY20 and beyond.
- Managing, advising, motivating, coaching, and facilitating the success of a talented team of direct sales executives (UK and US).
- Taking a lead role in projects and initiatives that improve or build upon our performance.
- Reporting on sales performance, forecasting, and planning for the future.
- Managing, tracking, and optimising our direct sales budget.
- Contribution to performance through B2B selling, account management, relationship building with key industry contacts, participation at industry events, presentations to perspective clients, etc.
- Delivering our sales team expansion through planning, recruitment, on-boarding, and training.
- Supporting and consulting with other business functions to directly impact wider organisation goals.
- Supporting and advising on future sales plans, strategy, initiatives, budgets, and forecasts.
- Contributing to and supporting the introduction of new products and features.



### **Experience, Skills and Personal Qualities**

At least 2-3 years of directly relevant experience.

Desired candidate is already aware of IKAWA and will have knowledge of the coffee sector, having worked in the industry in some capacity.

#### Essential

- Proven skills in B2B selling, ability to reach sales targets, build customer relationships, and persuasively demonstrate products or services.
- Experience in managing, coaching a sales team, setting up objectives and evaluating performance.
- Strong technical sales knowledge.
- Deep understanding of marketing principles-
- Excellent project management, able to balance workload, prioritise effectively, and work effectively with others.
- Clarity in verbal and written communications.
- Results orientated, target-driven and commercially aware.
- Insightful, strategic approach.

#### Desired

- Worked in the coffee industry and sufficiently understands our customers and the specialty coffee landscape.
- Experience in working within a growing startup environment.
- Experience in sales forecasting, managing budgets effectively and analysing data.
- Experience and/or knowledge of international markets (in particular North America and Asia).
- Strong understanding of cross-departmental business dynamics (operations, customer service, finance).
- Experience working in a marketing capacity.
- Experience and competency in hiring and training new members of a team.
- Effective in negotiating.
- Experience in using and administrating CRM software.
- Business level Spanish would be a plus.
- Driver's license and clean driving record.

### **Location**

Our office and workshop are located at:  
IKAWA Ltd, Unit 8 and 9, Bayford Street Business Centre, E8 3SE.

### **Contract**

Full time (Monday - Friday), with a requirement to manage alternative hours for international travel and time zones. Immediate start available, but notice periods considered.

### **Remuneration**

Competitive salary based on experience.

Company benefits including MacBook, IKAWA Home Roaster, team incentives, activities, perks, extensive travel, L&D opportunities, 22 days' holiday plus bank holidays, company pension scheme, and access to Ride-to-Work scheme.

### **Application**

Please send a CV, a cover letter, maximum one side, including the thing that excites you most about this role, and setting out how your experience meets the job description, to [jobs@ikawacoffee.com](mailto:jobs@ikawacoffee.com).

Please contact Matyas Tamasi, HR Manager with any queries on +44(0)7397512324.