

# Region Sales Manager – Northwest



**Reports to: CEO**

## **About Scratch and Peck Feeds**

Established in 2010, Scratch and Peck Feeds is a premium organic animal feeds manufacturer headquartered in the Skagit Valley region of Washington State. As a family-owned Certified B Corp, we measure our success by three pillars of sustainable business: People, Planet and Profit.

## **Core Values**

Scratch and Peck Feeds is built on a foundation of four core values.

- Bold Determination
- Greater Responsibility
- Genuine Authenticity
- Positive Energy

These values guide all interactions between employees, customers, community, and business partners.

## **Position Overview**

The Region Sales Manager will have responsibility for profitable growth of the Scratch and Peck portfolio of products through all customer segments and classes of trade located within the boundaries of the specified region.

## **Essential Duties and Responsibilities**

- Be a champion of the SPF lifestyle and demonstrate the business and personal benefits of partnering with Scratch and Peck
- Embrace and contribute to the culture and values at Scratch and Peck
- Cultivate strong customer relationships by showing how the brand can help grow their business
- Understand customer segmentation and execute growth strategies with target customers
- Collaborate internally across functions to ensure resource levels are adequate for customer needs
- Participation in trade events
- Manage local brand ambassadors
- Other duties as assigned

## **Education & Experience**

- Three or more years of work experience in a sales or business development role
- Bachelor's degree or higher
- Strong business acumen skills (familiar with P&L)
- Great interpersonal and verbal communication skills
- Experience with CRM system
- Strong time management and organizational skills
- Ability to adapt and take on new responsibilities
- Ability to travel

Scratch and Peck Feeds is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or veteran status.