

## Position Description

<b>POSITION</b>	Regional Branch Manager
<b>REMUNERATION</b>	Negotiated on relevant skills/experience
<b>LOCATION</b>	Townsville or Mount Isa
<b>HOURS</b>	Full time – 38 Hours
<b>SUPERVISOR</b>	General Manager

### Purpose

The Regional Branch Manager is responsible for overseeing the day-to-day operations and driving the sales performance across the Alliance Safety Equipment branches in Townsville and Mount Isa. This role ensures the efficient management of resources, staff, and customer relationships to achieve operational and sales objectives. The manager is required to travel regularly between branches to provide on-site leadership, maintain alignment with company goals, and ensure a consistent standard of excellence across the region.

### Key Outcomes

- Direct all operational aspects including customer service, human resources, administration, sales and distribution
- Leadership of team members including recruitment, training, supervision & performance management
- Provide coaching and development of personnel
- Promote and sell the full range of Alliance Safety Equipment products and services
- Actively engage with customers to build and maintain positive relationships across both branches
- Set and oversee service standards to ensure positive customer outcomes and satisfaction
- Contribute to the development of strategic and business plan
- Work towards budgets, financial objectives, performance targets and business plans
- Develop and maintain relationships with manufacturers and distributors

### Key Relationships

<b>WITHIN THE COMPANY</b>	<b>EXTERNAL TO THE COMPANY</b>
Director	Suppliers & Manufacturers
General Manager	Customers
All staff	Company Partners

## Key Accountabilities

<b>Operational management</b>	<ul style="list-style-type: none"> <li>• Oversee and manage the day-to-day workflow of both branches</li> <li>• Conduct regular staff meetings to ensure that goals and objectives are communicated with branch staff</li> <li>• Provide guidance, leadership and management to enable staff to meet company goals and objectives</li> <li>• Identify training needs and opportunities and implement plans to meet those needs</li> <li>• Participate in community activities to promote the organisation and to build goodwill</li> </ul>
<b>Deliver optimal sales services</b>	<ul style="list-style-type: none"> <li>• Work with customers to propose solutions to ensure their safety needs are met</li> <li>• Work closely, whilst guiding the Business Development Executive to develop strategies to increase presence in the region</li> <li>• Ensure effective communication is maintained with customers, suppliers and manufacturers</li> <li>• Resolve customer complaints regarding sales</li> <li>• Monitor recurring sales, identifying trends</li> <li>• Actively engage with customers to build and maintain positive relationships</li> <li>• Support the administration team and Business Development Executive in the delivery of quoting, sales and services</li> </ul>
<b>Contribute to sales strategies</b>	<ul style="list-style-type: none"> <li>• Collaborate with the management team regarding advertising, marketing and growth campaigns</li> <li>• Review and analyse trends and results</li> <li>• Establish sales objectives by forecasting and developing annual sales quotas, whilst aligning with ASE's strategic direction</li> <li>• Project expected sales volumes and profit for existing and new products</li> <li>• Maintain sales volumes, product mix and selling price by keeping current with supply and demand, changing trends, economic indicators and competitors</li> <li>• Maintain professional and technical knowledge by attending educational workshops, training, reviewing professional publications and establishing personal networks</li> <li>• Meet set revenue and profit targets, as well as the roles Success Factors (KPI's)</li> <li>• Assertively seek out new customers within the assigned geographic territory</li> </ul>
<b>Contribute to the development of strategic plans</b>	<ul style="list-style-type: none"> <li>• Contribute to the development of strategic plans, business plans and company goals &amp; objectives</li> <li>• Collaborate with management to set reasonable sales &amp; performance standards</li> </ul>
<b>Strengthen linkages</b>	<ul style="list-style-type: none"> <li>• Establish and maintain positive relationships with suppliers and manufacturers to address customer outcomes</li> <li>• Establish, maintain and expand the customer accounts</li> <li>• Promote Alliance Safety Equipment as a responsible and ethical service provider to new customers</li> </ul>

<b>Maintain effective administrative systems</b>	<ul style="list-style-type: none"> <li>• Complete data entry into company systems to maintain accurate records</li> <li>• Manage and prioritise tasks to meet competing demands</li> <li>• Identify process and practice improvement opportunities</li> <li>• Undertake any reporting requirements, as requested, in a timely and professional manner</li> </ul>
<b>Contribute to an effective team</b>	<ul style="list-style-type: none"> <li>• Make a positive contribution to a sustainable, productive and supportive team environment</li> <li>• Participate, contribute and organise company initiatives and events</li> <li>• Contribute actively to the continuous improvement of the company's services, systems and resources</li> <li>• Complete monthly 1:1's, mid-year and end of year performance reviews with branch staff, outlining ongoing results, strengths and opportunities and the individual's development plan</li> <li>• Participate in annual performance appraisal process as well as annual development plans</li> <li>• Adhere to health and safety obligations</li> <li>• Work cohesively with other team members, referring work to colleagues as appropriate</li> <li>• Maintain professional standards of the highest level at all times and contribute to enhancing the quality of service and products provided by the wider Alliance Safety Equipment team Conduct duties with a high level of professionalism and ethical behaviour</li> </ul>

## Delegated Responsibilities & Authorities

Financial and other delegations assigned by the Director will be exercised appropriately and within defined parameters.

## Skills, Knowledge, Experience, Qualifications and/or Training

- Excellent leadership and management skills
- Successful previous experience in leadership role
- Excellent verbal and written communication skills along with a high level of interpersonal skills
- Demonstrated ability to communicate, present and influence credibly and effectively at all levels of the company
- Exceptional organisational skills and attention to detail
- Ability to prioritise tasks, delegating when appropriate
- Well-developed knowledge or the ability to acquire knowledge of the safety sales and service industry
- Demonstrated capacity to work effectively within a team-based structure
- Ability to self-manage and work with minimal supervision
- Ability to adapt readily and rapidly to change

## **Mandatory requirements**

- Commitment to the values, objectives and long-term goals of Alliance Safety Equipment
- Must hold a current Drivers licence
- Must have the ability to regularly travel within the assigned geographic location, including having ongoing presence in both branches
- Right to Work in Australia