**European Business Development Manager – Home Based (must be able to commute to a UK international airport), Up to £65,000 (dependent on experience)**

**Role Summary**

As the European Business Development Manager for VetPlus you will play a key role in identifying new markets in Europe for the Company to exploit. By its very definition this will require extensive international travel and you can expect to b overseas 70-80% of the working calendar.

Main Duties: -

1. **Market Investigation**

* Visit all markets in Europe as prioritised by the Divisional Director.
* Provide a comprehensive overview of the market detailing the typical route to market, number of vets, vet clinics, main competitors in the market, and companies with potential to distribute VetPlus products.
* Prepare a competitor analysis for the top five VetPlus products in each country.
* Meet at least ten veterinary practices during each visit.
* Arrange meetings with the relevant veterinary body in the country (as per BSAVA in the UK) to explain our interest in entering the market and understand any specific challenges we may face.
* Arrange to meet the relevant regulatory authorities for the market and understand the requirements specific to VetPlus products.
* Following each visit provide a detailed report within 48hrs.
* Identify and have exploratory meetings with at least five potential distributors in each country.
* If appropriate identify the best location in the country for a HQ including any potential grants or funding that may be available.

1. **Ensure Efficient Management Reporting**

* Communicate on a daily basis with the Divisional Director via phone or email.
* Send visit notes to the Divisional Director and customers within 48 hours of each visit.
* Be prepared for monthly planning and review meetings.
* Submit a monthly calendar to the Divisional Director.
* Ensure all activities are captured on the company CRM system.
* Respond to reports from the European Regional Sales Manager and International Technical Advisor as appropriate.

1. **Congress and Show Support**

* Liaise with the European Manager to book congresses or shows in identified markets in a timely manner securing the best available stand location.
* Ensure the manning plan for the show is produced and accommodation is arranged for the team.
* Be responsible for the set-up and break-down of the show / congress and actively participate on the stand at the event.
* Ensure the stand is representative of VetPlus brand and presents the company in an appropriate manner.
* Take all enquiries and record in the week following the event.

1. **Participate positively in the VetPlus management team and actively help to develop the company culture**

* Help identify and develop new product opportunities.
* Effectively review departmental activities in VetPlus management meetings.
* Share best practice with colleagues.

1. **Help design and implement a solid strategy for the international sales department**

* All strategies must be discussed, agreed with and signed off by Divisional Director must include detailed action plans and cost/benefit analysis.

**About You**

* Educated to degree level in a relevant marketing or business subject. Alternative qualifications could be considered, dependant upon professional experience.
* Must have at least 5 years professional sales experience including at least 2 years with international responsibility. Specific experience or exposure to the veterinary market would be preferred but is not essential.
* A natural rapport builder at all levels.
* Highly competent influencer with a flair for developing business.
* Extremely flexible approach to work.
* Able to commit to being overseas for 70-80% of the working calendar.
* Self-motivated and driven to achieve set objectives.
* Must be fluent in English (other languages would be advantageous).

**About Us**

The Tangerine Group is a privately held company based in Lytham. Within the group are ten limited companies, each operating as stand-alone entities. We specialise in the manufacture and sales of animal health and nutrition products for farm and companion animals, including veterinary and equine products.

We’re passionate about being the best and you should be too!

**Interested?**

Apply online for immediate consideration.