

cowgirlblues

DESIGNERS & MAKERS OF FINE CRAFTED KNITS

SALES AND COMMERCIAL MANAGER ROLE

Cowgirlblues is a yarn company in Maitland, Cape Town. We specialize in dyeing merino wool and mohair, that is carefully crafted by our skilled team. The business started in 2012 and has grown into a well-known brand with a strong local and international customer base.

We are looking for a commercially minded, tech-savvy, and numerically literate individual to join our team to focus on Sales and Business Development. This role is ideal for someone who can analyse sales performance, streamline business operations, and help us grow strategically and sustainably.

KEY RESPONSIBILITIES

1. Sales Planning & Analysis

- a. Provide analytical support and insights for sales planning and target setting
- b. Translate sales targets into actionable plans with timelines and resource allocation
- c. Identify risks and opportunities affecting sales goals

2. Sales Performance Management

- a. Develop sales performance tracking for channels and customers
- b. Monitor sales against targets identifying shortfalls and solutions
- c. Review campaign performance making data-driven recommendations

3. Business Development

- a. Analyse margins and profitability to optimize revenue
- b. Identify growth opportunities within existing and new markets
- c. Conduct pricing reviews, update price lists, and manage price communications

4. Wholesale Sales and Order Administration

- a. Communicate with customers and sales agents
- b. Oversee and develop our sales and logistics administrator
- c. Maintain and improve the Cin7 back-end inventory platform, and front-end B2B customer interface

5. Retail & Online Sales

- a. Oversee our retail and e-commerce operations including managing the team
- b. Maintain and update the website (static pages and e-commerce platform), and POS system
- c. Implement and improve standard processes for retail sales and ensure efficient order processing

SKILLS AND QUALIFICATIONS

1. Education and Experience

- a. Bachelor's degree in Business, Finance, Sales, Marketing, or related field (preferred but not required)
- b. Minimum 7-10 years of experience in sales operations, performance management, or a related field
- c. Proven ability to improve sales performance through analysis and strategic planning

2. Technical and Analytical Skills

- a. Strong understanding of sales planning, forecasting, and cost management
- b. Strong Excel skills (reporting, dashboards, and financial modeling)
- c. Experience working with e-commerce platforms, POS and inventory/ERP software

3. Soft Skills and Work Ethic

- a. Strong analytical, problem-solving, and decision-making abilities
- b. Excellent communication, collaboration, and influencing skills
- c. Proactive and results-driven approach

4. Behaviours we appreciate

- a. Delighting our customers
- b. Taking accountability and getting things done
- c. Curiosity, creativity and asking why?

WHAT WE OFFER

1. **Flexible work scheduling:** this role has the potential to be a 30-40h per week position depending on the candidate. It will be predominantly in-person to start, but with the ability to accommodate a flexi-time schedule.
2. **The opportunity to shape and scale a sustainable, women-led business:** working in a small business with an involved founder is a phenomenal opportunity to have an impact, put your ideas into action, and make change happen.
3. **Room for growth:** the business is growing and you will too. There is plenty of scope for your role to change in that process, if that's your ambition.

If this position sounds like you, we'd love to hear from you! Please submit your application via our Google form: <https://forms.gle/iw9vJzTWwni1MZRV9>