

Well-established European consumer goods group with a diversified portfolio of non-food products distributed through leading retail channels is looking for a **French speaking Sales Manager** to increase their market share and manage their clients in the UK. Our client operates across beauty and hair accessories, kitchenware, household products, and pet accessories, supported by a combination of own brands and recognised licensed ranges. As the UK Sales Manager, you will have full responsibility for national retail development. This newly created role offers the opportunity to take ownership of an established market while significantly expanding its scale. You will report to the Head of Export.

The UK Sales Manager will ideally live near international airports or London, with an easy access to major motorways. The role is home based.

ROLE of the UK Sales Manager:

- Owning and executing our client's UK retail growth strategy in line with international objectives.
- Managing and growing existing UK key accounts, including TK Maxx.
- Identifying, prospecting and securing new national retail partnerships across priority channels, including:
 - Health & beauty and drugstore retailers
 - Grocery and premium retailers
 - Home and lifestyle retailers
 - Specialist pet retail chains
- Visiting clients and sites, building relationships with on-site management
- Leading commercial negotiations, listings, pricing and promotional planning within agreed frameworks.
- Driving category expansion within existing accounts, introducing new ranges and licensed collections where relevant.
- Delivering a balanced commercial focus of approximately 70% new business development and 30% key account management.
- Monitoring competitor activity and market trends to inform commercial decision-making.
- Working closely with internal teams to ensure strong product positioning, availability and execution in store.
- Representing the company at buyer meetings, trade events and relevant industry forums.
- Providing clear and regular reporting on pipeline, forecasts, account performance and market intelligence.

PROFILE:

- Fluent or intermediate French with strong communication skills in English
- 3–5+ years' experience in a UK sales manager or Business Development role ideally for a French company
- Strong background in consumer goods, non-food retail, FMCG or licensed products with retail expertise
- Proven experience working with UK national retail buyers and centralised buying structures
- Solid understanding of UK retail cycles, range reviews and commercial negotiations
- Demonstrated success in growing national accounts and winning new retail business

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- Comfortable managing long sales cycles and complex buyer relationships
- Commercially driven, structured and highly self-motivated
- Confident operating autonomously while collaborating across international teams
- Clean driving licence

SALARY & BENEFITS:

- £60,000 – £65,000 per annum basic salary depending on experience and retail network
- Performance-based bonus
- Car Allowance
- 25 days annual leave plus UK public holidays
- Benefits TBC