

Klemtu Spirit Sales Manager

Position Overview:

Klemtu Spirit is a smoked fish brand developed by the Kitasoo Xai'xais Nation, representing the values of small-batch craftsmanship and community-driven entrepreneurship. As the **Klemtu Spirit Sales Manager**, you will take on a senior, independent leadership role, driving sales growth, launching new products, and expanding retail and wholesale relationships.

This role is key to building the brand's presence in Canadian & international markets, while ensuring alignment with the Nation's goals of sustainable community employment and business development.

Details:

- **Location:** Remote within BC, with occasional travel as needed. Preference for Vancouver or Campbell River based.
- **Reports To:** CEO, Kitasoo Xai'xais Development Corporation
- **Employment Type:** 1 year Term, Full-Time with possibility of extension

Compensation:

- Base Salary: \$65,000 - \$70,000
 - Commission/Bonus: Up to 10% based upon agreed objectives in year
-

Key Responsibilities:

Sales Leadership

- Develop and execute a comprehensive sales strategy to grow Klemtu Spirit's market presence.
- Build and maintain relationships with retail and wholesale partners, securing new distribution channels.
- Drive sales for existing smoked salmon filets and the new "nuggets" product, while identifying opportunities for product diversification.

Market Expansion

- Identify and prioritize target markets and audiences, focusing on boutique retailers, specialty grocers, and online platforms.
- Provide strategic recommendations for potential international market entry based on performance and demand.



Klemtu Spirit Sales Manager

Marketing Oversight

- Lead the development of marketing materials that highlight Klemtu Spirit's core values: "small batch," "specialty," and "community-driven."
- Manage social media pages with support from MOWI and KXDC, ensuring consistent and compelling brand storytelling.
- Organize and oversee promotional activities, including local activations such as pop-up events and sampling initiatives.

Performance & Reporting

- Set and achieve ambitious sales targets, tracking progress and reporting results to Kitasoo Seafoods leadership.
- Use insights from market trends, consumer feedback, and distribution performance to refine strategies and recommend adjustments.

Product Development

- Collaborate with leadership to explore and implement new product opportunities, using consumer insights to inform decisions.

Qualifications:

- **Experience:** 3-5+ years in sales, business development, or marketing, preferably within the food or CPG industries.
- **Skills:**
 - Proven track record of securing and growing retail and wholesale accounts.
 - Exceptional communication and negotiation skills.
 - Ability to work independently, manage multiple priorities, and deliver results.
- **Attributes:**
 - Entrepreneurial mindset with a passion for driving growth.
 - Familiarity with Indigenous-led businesses and community-driven values is an asset.

-
- **Application Deadline:** March 7, 2025
 - **Proposed Start Date:** Immediate

