Career Opportunity

# General Manager
# Alberta
# Full-Time
# Based in Calgary, Alberta

Reference Number: CAN-AB-CAL-019-220214

CanWel Building Materials Division is a leading Canadian wholesale distributor of building materials and home renovation products.

Through our distribution warehouses we provide a comprehensive range of building products to dealer/ lumberyard and home improvement centers. Builders and homeowners use our products primarily in new construction, repair and remodelling. We carry a full line of structural, exterior, interior, and specialty products that provide quality and value for all types of projects. With 16 locations across Canada and a knowledgeable and friendly team of professionals, our customers can rely on us to deliver what they need, when they need it.

## SUMMARY

Reporting to the President, the General Manager has overall responsibility for the profitability of two locations in Alberta and sets the strategic direction for each location. The responsibilities are categorized into four areas: financials, sales/marketing, people management, and operations.

## RESPONSIBILITIES

### Financials

- Full accountability for the profit/loss of the Calgary and Edmonton locations.
- Develops and implements short and long term strategic plans for each location and ensures attainment of branch goals and achieves annual targets.
- Prepares annual branch operating budgets and sales targets, and monitors actual levels against budget levels throughout the year.
- Works with the President to ensure achievement of financial targets.
- Prepares and monitors annual and monthly sales, gross margin and expense budgets for branch operations.
- Plans and establishes systems to control expenses at the branch location.
- Ensures adherence to corporate policies and procedures.

**Sales/Marketing**

- Provides the strategic direction to achieve and maintain an efficient inside sales and administration team and a productive outside sales force.
- Develops and implements short and long term strategic plans for the region based on National strategies and ensures attainment of company sales goals, profitability in the product lines, and increased market share.
- Leads the implementation of regional sales strategies (marketing, sales and merchandising plans) and ensures alignment with national business strategies
- Develops, manages and evaluates the outside sales representatives to meet and exceed goals, and work with effective sales processes.
- Maintains high personal visibility with keys accounts by accompanying sales representatives on customer calls, and by building a strong direct strategic relationship with identified key accounts tying to our National Account strategies.
- In cooperation with the Corporate Credit Manager, assesses risks related to existing and target accounts, and supports effort for corrective action where required.
- Leads the way for instilling excellent customer service, gaining efficiencies, increasing sales and gross margins.
- In collaboration with National services, provides guidance on sales function with respect to pricing strategies, market coverage, and key customer meetings.

**People Management**

With six managers performing the day-to-day functions, the General Manager is indirectly responsible for approximately 55 employees in two locations.

- Creates and maintains a positive, productive, and transparent work environment and team atmosphere
- Manages and develops direct reports
- Conducts performance assessments on a regular basis
- Addresses employee issues in a fair and consistent manner working closely with Human Resources
- Develops constructive and cooperative working relationships with others, and maintain them over time.

**Operations**

<u>Warehouse Operations</u>
Provides strategic direction to achieve and maintain an efficient and safe warehouse while meeting customer service levels and achieving inventory integrity in collaboration with National Services.

- On an ongoing basis, works with the Regional Manager and Operations Supervisor to review operating procedures in order to achieve and maintain customer service order levels.
- Ensures processes are in place to review invoices, work orders, and demand forecasts to estimate peak delivery periods and to staff accordingly, and if necessary, recommend adjustments operating hours.

- Ensures compliance with WCB regulations and CanWel safety guidelines are met.
- Ensure ongoing benchmarking to other operations internally and externally to ensure we are optimizing our resources and maximizing service to our customers.

Facilities Management

- Responsible for upkeep and security of buildings and warehouses.

## KNOWLEDGE, SKILLS, AND ABILITIES

### Education

- Post-secondary degree or diploma in business

### Experience

- A track record of success as an accomplished senior manager with profit/loss responsibilities of a mid-sized business in a national organization
- Senior management experience in wholesale distribution is required
- Minimum of five years' experience managing, leading, and coaching an outside business-to-business sales team

### Business Acumen

- Strong business acumen with ability to develop, analyze and implement financial and strategic business plans
- Excellent analytical and decision-making skills
- A high degree of self-discipline with good time management and organization abilities
- Has the ability to understand and use financial records to effectively manage the business.
- Experience preparing and operating stand-alone budgets.

### Leadership

- An empowering leader with the ability to articulate his vision and to develop, inspire and lead a team in the achievement of objectives.
- Understands the impact of leading by example
- Effective at ensuring vision and strategies are translated into action
- Delegates effectively and monitors the team to ensure they have the skills and resources to meet deadlines and commitments.
- Champions best practices, shares with other senior managers, creative thinking, effective planning and timely decision-making.
- Accepts accountability for results and embraces change, and adept at leading change
- Effective with people management skills
- Ability to balance regional market needs with company needs for centralized systems and business functions.

- Ability to develop effective working relationships with staff, internal customers, and other stakeholders.
- Strong verbal and written communication skills, and understands the impact of timely communication
- Adept with conflict resolution skills

**Sales**

- Demonstrated proficiency with effective professional sales skills with business-to-business customers
- Proven success with outside sales strategies and coaching of outside sales staff
- Excellent English communication skills for presentations to key accounts and business owners
- Professional and dynamic presences with customers

**Computer Skills**

- Very comfortable with technology, proficient with Word, Excel, and Enterprise Resource Planning systems

**Other**

- Driver's license with a clean driving record

**TRAVEL**

- 40% of the time spent in the Edmonton location

**COMPENSATION AND BENEFITS**

- Base salary and annual incentive plan
- Group pension plan
- Health benefits

**EMPLOYMENT STATUS** – Full time

**WORK LOCATION** – 9229 Barlow Trail SE, Calgary, AB, T2C 2N8

Please send your resume and cover letter in MS Word format to careers@canwel.com quoting:

**Reference No. CAN-AB-CAL-019-220214**
in the subject line.

*Applicants must be legally entitled to work in Canada without sponsorship.*
*We thank you for your interest however, only those selected for an interview will be contacted.*