

General Manager

Paname Coffee & Tea Importers

10400 Frisco Street, Frisco, TX 75034

About Paname Coffee & Tea:

Founded in 2013, Paname is an importer & distributor of premium European coffee and tea, as well as commercial coffee and espresso equipment, and other ancillary products needed in a cafe setting (chocolates, syrups, sauces, cups, sugars, and more).

MISSION:

- Primary: The goal of the General Manager is to boost profits and make the company run smoothly. They oversee all the departments within the company, helping all team members deliver exceptional performance.
- Business development for Dallas Metroplex.
- Commercial, technical and marketing support to clients.
- Training of clients' staff and key customers
- Implementation of operational strategies

KEY RESPONSIBILITIES:

1. Office General Management

- Developing key performance goals and managing the performance of the staff
- Creating and implementing strategies for business growth
- Assist ownership in the recruitment, hiring and training processes
- Ensuring that departments or units deliver quality service to clients
- Working closely with ownership and all subordinate staff to improve efficiency and performance; improving internal processes for better productivity and higher accuracy
- Overseeing large projects and interpreting performance reports
- Managing the budget and monitoring the financial health of business units

2. Business Development and Sales

Prospection: key accounts at an independent level & corporate level. Participation/active prospection on creation, support, development, and renewal of strategic accounts.

Organizational support: propose/ support finding & implementing an efficient technical solution for coffee equipment and best practices.

Training:

- Of the Food Service end client:
 - The needed speech to promote the product (product training, sales concepts, coffee culture.
 - Sales speech to promote the products to the end consumer.
 - Barista techniques and basics about operation and maintenance equipment bases.

Brand Representation: Set up strong relationships with customer's purchasing decision makers and users in order to position the product on all the opportunities you have identified and qualified.

3. Marketing

- **B2B and B2C communication:** coordination/ supervision of distributor's media communication, ensuring the appropriate valorization of our brands, in conformity with the brand identity.
- **B2B and B2C operational marketing:** coordination & implementation of POS promotion, events, presence on trade fairs, etc.
- **Marketing coordination with head office:** information and promotion for new products release/ news coming from the Head Office to our client's operational teams.
- **Partnerships:** active participation in the creation, support, development and renewal of strategic marketing partnerships (Barista schools, bartender association, local championships...)

4. Administrative & Reporting:

Monitor clients' performance

- Ability to craft precise high-level emails and proposals.
- Quality of service
- Sales figures
 - Discovering opportunities for growth with existing and future clients
- Areas for improvement (Quality in the Cup)

As expert of your market, you will be providing the appropriate information on the evolution of market trends, on your customers and prospects to Vice President, President, Export Manager and Roaster management in order to maintain our customers' satisfaction and ensure their education.

SKILLS & EXPERTISE REQUIRED FOR THE POSITION

- Ideal Background: Business Management, Organizational Leadership & Supervision, Operations and Supply Chain Management, Administration.
- Graduate with bachelor's degree within five (5) years of experience
- Proficiency in written and spoken business English

- Proven people/project leadership
- Strong analytical and problem-solving skills to evaluate business problems and apply knowledge to identify appropriate solutions
- Ability to communicate effectively both orally and in writing
- Team management skills
- Coordination / management skills
- Excellent project management skills
- Administration skills
- Strong interpersonal, teamwork, and leadership skills
- Excellent organizational and time-management skills
- Mastery of sales techniques
- Mastery of technical operational marketing
- Strong knowledge of computers to operate effectively with PowerPoint presentations, Excel spreadsheets, and Microsoft Word
- Knowledge of local, regional, and national sales
- Ability to craft precise high-level emails and proposals.
- Proven Coffee/Barista skills heavily desired
- Legally authorized to work in the United States without the need for sponsorship
- Strong French and/or Italian language skills would be a +

ATTITUDE

- Sense of responsibility, autonomy and problem solving approach
- Commercial approach, good interpersonal skills and customer focus
- Challenge oriented, reliability, dynamism and reactivity
- Strong organizational skills
- Open to foreign cultures

SPECIFIC CONDITIONS

- Proven experience in the Food Service a plus
- Existing local/ regional Food Service network a plus

Internal training on products and material will be provided.

Please email resume or CV to william.lucas@panamecoffee.com