



Head of Sales & Business Development

Reports to: Managing Director

Location: Milverton, Somerset

Hours: 36.5 hours per week

About Organic Herb Trading

For over 40 years, Organic Herb Trading has been at the heart of organic and sustainable sourcing—working with herbs, spices, and botanicals from all over the world. We're a small but passionate team based in the Somerset countryside, supplying some of the UK's best-known ethical and wellness brands.

What makes us different? We care deeply about what we do - from the quality of our ingredients to the relationships we build with our growers and customers. We mix decades of expertise with a curious, forward-thinking mindset, always looking for better, fairer and more sustainable ways to do business.

Role Purpose

This is a pivotal leadership role that offers the opportunity to shape the next phase of our commercial growth. You'll be responsible for evolving our sales and business development function of the business, introducing systems, setting clear goals, and leading a small talented team to even greater performance. Working closely with the Purchasing Team, you'll help translate our purpose-driven values into a robust, high-performing commercial strategy.

Key Responsibilities

Strategic Leadership

- Develop our commercial strategy in alignment with the company's mission and growth objectives.
- Represent the Sales function at Board level; contribute to cross-functional business strategy and planning.

Sales & Business Development

- Lead all UK and international sales activities, including pipeline development, forecasting, pricing strategy and revenue growth.
- Take ownership of sales budgeting and NRM—working closely with customers and purchasing to set realistic revenue goals and allocate resources accordingly.
- Develop accurate sales forecasts in order that the MRP system can be refined and improved.
- Introduce regular reporting that gives clear visibility of performance, pipeline health, and progress against targets.

- Build and maintain high-value strategic partnerships across B2B, wholesale, and manufacturing.
- Explore new markets and product opportunities in line with organic and ethical principles.

Commercial Systems & Processes

- Introduce and embed commercial tools and systems, including CRM, to support team performance and data-driven decision making.
- Define and implement clear KPIs, sales targets, and reporting frameworks that align with company goals.
- Strengthen and streamline commercial workflows to support scale, consistency, and customer focus.

Team Development & Leadership

- Lead, support and develop the sales and business development team, bringing clarity to roles and shared goals.
- Identify future talent needs and help shape the structure to meet strategic ambitions.
- Foster a strong, collaborative team culture built on ownership, autonomy, and shared success.

Marketing & Communications

- Oversee brand positioning, communications, and digital marketing to drive awareness and inbound business opportunities.
- Ensure marketing activity supports commercial growth and reflects our values and reputation in the industry.

KPIs & Success Metrics

- Delivery of core commercial infrastructure (e.g. CRM, sales reporting, pipeline visibility) within first 6 months.
- Implementation of tracked and regularly reported Sales and Account performance metrics.
- Positive engagement and development within the sales team.
- Revenue growth and customer pipeline progress aligned with strategic plan.

Experience and Skills

Essential

- Senior-level experience in sales or business development within the food, beverage, or relatable sector.
- Proven ability to lead commercial strategy and deliver against growth targets.
- Strong track record in team leadership and building high-performing functions.
- Experience managing strategic accounts and forming long-term customer partnerships.

- Commercially astute with strong negotiation, forecasting and planning skills.
- Highly skilled in ERP, CRM and Microsoft 365 software.

Desirable

- Experience in the organic, herbal or botanical sector.
- Familiarity with organic certification and ethical trade standards.
- Existing network in FMCG, foodservice or wellness industries.
- Understanding of international trade and export logistics.
- Use of SAGE software

Qualities & Attitude

- Works successfully with others and contributes to a joint result.
- 'Can do' attitude, responds well to change.
- Good time keeping and ability to meet deadlines.
- Professional and represents the values of the business.

What We Offer

- Competitive salary 45-50k depending on experience for a 36.5-hour week (The role is permanent, working Monday – Friday, 36.5 hours per week; (9am-5pm Monday to Thursday, 9am-4pm Friday), based at our HQ in Milverton). PLEASE NOTE THIS ROLE IS NOT REMOTE. (6 months' probation period)
- 25 days holiday + Bank Holidays
- Medicash health scheme
- Staff buying co-operative & cycle-to-work scheme
- Contributory pension (4% employer contribution)
- Career development & learning support
- A mission-led, independent workplace committed to doing business the right way

How to Apply

Please send your CV and a maximum 2-page cover letter outlining why you believe you are a great fit for this role to HR@organicherbtrading.com, alternatively please send a maximum 5 min video recording of yourself if preferred. Shortlisted candidates will be invited to attend an interview, which will include a short presentation on a relevant commercial topic.

Application deadline: Monday 21st July 2025 – early applications are encouraged as they will be reviewed on receipt. We look forward to hearing from you.

Equal Opportunities

We are an equal opportunities employer and welcome applications from all suitably qualified candidates regardless of race, gender, disability, religion/belief, sexual orientation or age. We are committed to creating an inclusive environment for all employees.