

## Clay & Rock Head of Sales

**Remuneration: Up to £70k OTE (comprising a basic salary + bonus) + Company Car / Car Allowance**

### About the Role:

Are you passionate about developing people and transforming retail spaces into high-performing showrooms that drive sales growth? We are looking for a dynamic Head of Retail Sales to lead our Clay & Rock sales team, manage showroom aesthetics and deliver high-level customer service. This role demands strong leadership, expertise in luxury retail and a keen eye for design. The ideal candidate will excel in recruiting and developing team members, ensuring they have the skills and knowledge to provide an exceptional interior design service. Your skillset will ensure our showrooms reflect our brand vision and ensure our product offerings are aligned with our brand, market trends and customer preferences.

### About Us:

At Clay & Rock we pride ourselves on being a market leader in the tile industry, known for sourcing exclusive, on-trend designs that elevate spaces with style and quality. Our passion for excellence extends beyond our exceptional product range; we are equally committed to delivering top-tier customer service that sets us apart. As a trusted partner for designers, traders and homeowners alike, we bring unique design visions to life through our unparalleled tile collections. Original Style, our parent company, is a renowned U.K manufacturer with nearly 40 years' of experience producing premium, handcrafted tiles that are celebrated for their exceptional quality and timeless appeal.

### Key Responsibilities:

- Train, coach, and mentor store management and staff to excel in key sales and showroom processes.
- Develop and implement a structured Retail Best Practice Guidebook around sales and customer processes.
- Ensure showroom presentation, customer experience and sales processes are executed consistently.
- Hold teams accountable to high performance and operational excellence.
- Identify gaps in training, skills or processes and provide hands-on support to resolve them.
- Analyse showroom performance data to identify key areas for improvement.
- Work closely with senior management to drive sustainable sales growth.

### What We're Looking For:

- A structured, process-driven leader who ensures standards are met and exceeded.
- Excellent coaching, training and mentoring skills.
- A high-energy, hands-on approach with a keen eye for detail and operational excellence.
- Ability to hold people accountable while also supporting and developing them.

## **CLAY & ROCK**

### **JOB DESCRIPTION**

**JOB TITLE:** CLAY & ROCK HEAD OF SALES

**DEPARTMENT:** RETAIL

**REPORTS TO:** SALES AND MARKETING DIRECTOR

**LOCATION:** The role does not need to be based at our Head Office in Exeter but the incumbent must be willing to regularly travel to our Clay & Rock Showrooms and our Head Office in Exeter.  
Our Clay & Rock Showrooms are shown on the map at the end of this job description.

#### **PURPOSE OF THE ROLE**

The primary focus is driving improvements across all Clay & Rock showrooms by ensuring that staff, processes and customer experience meet the highest standards. This role demands strong leadership, expertise in luxury retail and a keen eye for design to provide an exceptional interior design service, expertise in recruiting and developing team members and the ability to enhance the teams' performance to drive sales growth. In this role the incumbent will ensure our showrooms reflect our brand vision and ensure our product offerings are aligned with our brand, market trends and customer preferences.

#### **MAIN RESPONSIBILITIES**

##### **Showroom Management:**

- Oversee the maintenance and enhancement of showroom aesthetics to ensure alignment with Clay & Rock's brand standards and current design trends.
- Implement visual merchandising strategies that enhance product presentation and customer engagement.
- Regularly review and update showroom displays to keep them fresh, relevant and appealing.

##### **Sales Staff Development:**

- Develop and manage the sales team.
- Recruit and on-board new members, ensuring they align with our brand goals.
- Identify individual performance goals and collaborate with Head Office to provide targeted training, either through your efforts or through other resources, to improve performance.
- Develop a strong understanding of luxury market drivers and customer preferences. Equip the team to provide exceptional service and personalised solutions that drive sales and meet customer' needs.
- Foster a positive and motivating work environment. Recognising and reward outstanding performance to maintain high morale and achieve sales targets.

**Product Development:**

- Collaborate with the product development team to provide insights and feedback on product offerings based on customer preferences and market trends.
- Participate in the development of new products and collections, ensuring they meet customer' needs and align with market demands.

**Sales Strategy and Performance:**

- As part of the senior team, analyse sales data and market trends to identify opportunities for improvement and adjust strategies accordingly.
- Implement sales strategies to drive revenue growth and achieve sales targets.
- Report on sales performance.

**Customer Experience:**

- Set exceptional customer service standards across the showrooms.
- Make sure these standards are being upheld, providing training where required.
- Address customer enquiries and resolve any issues promptly and effectively.

**Health and Safety:**

- Endorse and promote a positive and conscious health and safety culture within the Company. Ensure always take reasonable care of their own health and safety and that of others who may be affected by their acts or omissions.
- Ensure compliance with all health and safety, quality and human resource policies and procedures of Original Style.

These are the main functions of the job but the incumbent may be required to carry out other duties as may be reasonably required to meet the demands of the business.

**PERSON SPECIFICATION****Key Attributes:**

- A structured, process-driven leader who ensures high standards are met and exceeded.
- Strong coaching, training, and mentoring abilities.
- A hands-on, high-energy approach with attention to detail and operational excellence.
- Ability to hold people accountable while also fostering their development.
- Ability to build and maintain relationships with high-value clients and stakeholders.
- Data-driven mindset with the ability to assess performance and implement improvements.
- Exceptional communication skills, both written and verbal, including reporting and presentations.
- Ability to work collaboratively across different teams and levels of seniority.
- High level of professionalism and a passion for delivering exceptional customer experiences.

**Experience & Requirements:**

- Proven track record in high-end retail management, demonstrating an ability to understand and cater to the needs of luxury customers, combined with proven experience of staff development, and operational execution.
- Deep awareness and involvement in the luxury retail market, with a strong understanding of the key drivers and preferences of high-end customers.
- Strong knowledge of interior design trends and an eye for aesthetic detail.
- Minimum of 5 years' experience in a customer-facing retail role, with a focus on performance improvement.
- Experience working across multiple retail locations.
- Commercially minded with a focus on driving measurable improvements.
- A full (ideally clean) U.K. driving licence is essential.

**Personal Attributes:**

- A natural leader with a proactive and results-driven mindset.
- Passionate about people development and creating high-performing teams.
- Confident, persuasive, and able to challenge constructively.
- Positive, enthusiastic, and highly motivated.

**REMUNERATION AND BENEFITS**

We offer a competitive salary (up to £70k OTE, comprising basic salary plus bonus) and benefits including a contributory pension scheme, 23 days holiday (increasing to 26 days with service) plus public holidays, staff discounts, death in service cover and Medicash Healthcare Cashplan (including shopping, travel and gym discounts). In addition there is structured training and the potential for career progression within our growing dynamic Company.

**BACKGROUND INFORMATION ON ORIGINAL STYLE LIMITED**

Please refer to the following websites: <http://www.originalstyle.com>  
<https://www.clayandrock.co.uk>  
<http://www.designworkstiles.com>  
<https://www.countytilewarehouse.co.uk>

**TO APPLY**

**Applicants should send their CV and a cover letter (including salary expectations) to Diane Smith, Human Resources Manager, preferably by email to [dsmith@originalstyle.com](mailto:dsmith@originalstyle.com) or by post to Original Style Limited, Falcon Road, Sowton Industrial Estate, Exeter, Devon, EX2 7LF.**

