



# HEAD OF WHOLESALE

## About Us

At **Biscuiteers**, we believe in delivering joy—one beautifully hand-iced biscuit at a time. Since 2007, we've redefined luxury gifting with our award-winning collections, lovingly crafted in London and delivered worldwide. With over 3 million biscuits iced in 2024 alone, we're proud to be known as the "NET-A-PORTER of biscuits."

Alongside our thriving eCommerce business, we operate a Notting Hill Biscuit Icing Cafe offering our popular *School of Icing* experiences. We also collaborate with leading corporate clients to create bespoke, branded biscuit gifts for every occasion.

As we continue to grow, we're looking for a passionate and strategic **Head of Wholesale** to join our Corporate team.

## What You'll Do...

As a key member of our Corporate Sales team, you'll lead and grow our wholesale channel, managing relationships with high-profile retailers and identifying new opportunities to expand our reach.

### Your responsibilities will include:

#### Wholesale Strategy & Growth

- Manage and grow key wholesale accounts (retailers, department stores, marketplaces).
- Identify and onboard new partners across diverse sectors including hospitality and cultural venues.
- Build strong, collaborative relationships with buyers and stakeholders.

#### Sales & Reporting

- Develop and implement a strategic wholesale sales plan.
- Monitor performance through regular reporting and forecasting.
- Drive visibility, distribution, and rate of sale across all accounts.

#### Operations & Product Development

- Collaborate with New Product Development (NPD) and Production teams to deliver bespoke client designs.
- Ensure commercial targets are met and operational processes run smoothly.

#### Marketing & Brand Activation

- Support product launches and marketing campaigns within wholesale channels.
- Work closely with the marketing team on trade marketing, content, and events.
- Leverage wholesale relationships to uncover new brand opportunities.

#### Client Relationship Management

- Provide merchandising support in-store and online.
- Conduct regular partner visits and attend industry events.

## What You'll Bring...



- 3+ years' experience in wholesale or sales account management.
- A strategic mindset with a proven track record of growing accounts.
- Excellent communication and relationship-building skills.
- Strong attention to detail and the ability to thrive under pressure.
- A flexible, problem-solving attitude—and a love for biscuits!

### Why You'll Love Working With Us...

We're a creative, close-knit team that works hard and celebrates big. Here's a taste of what we offer:

- **35% staff discount** on all Biscuiteers products
- **Free daily breakfast** to start your day right
- **Cycle to Work Scheme**
- **Staff referral bonus** of up to £500
- **Birthday gift** from us to you
- **Regular socials**, including our annual Biscuiteer Awards
- **Pension scheme** with ethical investment options

**If you are interested in this role, please email your cv and application to [francesca@biscuiteers.com](mailto:francesca@biscuiteers.com).**