



# OPPORTUNITY BRIEF

Territory Sales Representative

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SEARCH CONDUCTED BY PLACEMAKING 4G

# Statement of Intention

**East Coast Specialty Hardwoods Ltd. (ECSH)** is deeply committed to equity, dignity, and belonging for people of all walks of life, and to fostering a workplace grounded in inclusion, respect, and care.

We encourage applications from those who identify as Indigenous, Black, or racialized; persons with disabilities; 2SLGBTQIA+ and gender-diverse individuals; newcomers to Canada; and others who bring lived experience and diverse ways of knowing.

ECSH recognizes that identities are intersectional and shape how people experience both barriers and opportunities. If you are comfortable, you are invited to share relevant lived experiences and your pronouns in your application.

To support an intentional and inclusive hiring experience, ECSH has partnered with the Placemaking 4G (P4G) search team. P4G is committed to creating a recruitment process that is thoughtful, relational, transparent, and grounded in care.

## About East Coast Specialty Hardwoods Ltd.

**East Coast Specialty Hardwoods Ltd. (ECSH)** is a Dartmouth, Nova Scotia-based specialty supplier of premium hardwood lumber, mouldings, and custom-milled wood products serving the architectural millwork, woodworking, and high-end custom home building sectors across Atlantic Canada.

Founded 40 years ago by Bob Matheson, ECSH established its reputation as a long-standing supplier of high-quality hardwoods while providing knowledgeable, responsive service to the architectural millwork industry.

Building on that foundation, Sarah Matheson has led ECSH as President for the past 16 years. Under her leadership, the company continues to uphold the highest standards of quality and service while strengthening its reputation as a trusted supplier to the architectural millwork and custom building sectors across Atlantic Canada.

### ECSH Values:

- Positive attitude
- Ethical conduct
- Commitment to quality product & service excellence
- Integrity
- Reliability
- Respectful of all involved with the business
- Honest and trustworthy

# Exemplary quality and service

Today, ECSH continues to source natural wood of exceptional beauty and quality from around the world, with its combined experience and quality-controlled on-site milling and tooling operations providing its clients with the highest level of customer service and millwork products.

Most contributors at ECSH have been with the organization for years – more than 20 years for some. With knowledge and love for the industry, ECSH has always understood that the key to success lies in building strong, lasting relationships with our customers.

**East Coast Specialty Hardwoods Ltd.** is Atlantic Canada's premier supplier of specialty hardwoods, custom milling and wood moulding manufacturing since 1986.



**Above all else, ECSH values its relationships with staff, suppliers, and customers.**

## **Our Mission**

Wood is our passion – its natural beauty inspires us and those who visit here. Steeped in traditional values, we are committed to providing exceptional service to our customers. We establish and maintain meaningful and ethical relationships with our suppliers, customers and those who work with us. We will always offer an extensive and diverse selection of superior lumber and custom milling of unmatched quality.

We are grateful for our success and loyal to our employees, sharing our profit with them. A versatile company with a timeless product, we will remain relevant and strong.

## **Our Culture**

ECSH is a locally founded and family-owned, small, independent business. ECSH aims to foster a well-balanced, supportive and safe workplace where all can thrive and work together to help our company achieve its full potential. ECSH expects commitment and consistency in delivering the highest quality in all aspects of its business operations.

ECSH is invested in our employees, our employees are committed to us, and as a result, we are proud to value the longevity of those who work with us. ECSH takes pride in our social awareness, and we are pleased to give back to our community.

# This Moment, This Position

ECSH specializes in kiln-dried lumber sales and custom solid wood milling supplies throughout Atlantic Canada. The company supplies high-quality lumber and solid-wood mouldings for custom projects across the architectural, design, millwork, and custom-home-building communities.

The **Territory Sales Representative** supports revenue growth by expanding the customer base and maintaining strong relationships with existing accounts across Nova Scotia and throughout Atlantic Canada. This role increases awareness of the company's lumber, custom milling, and CNC capabilities, as well as its Osmo Wood Finish products, while identifying new opportunities to serve and grow. Leveraging knowledge of woodworking, cabinetry, millwork, and the architectural and design community, this role helps customers find the right solutions for their projects.

## How You'll Contribute

### Client Growth and Market Development

- Support revenue growth by expanding the customer base through prospecting, engaging new customers, and maintaining relationships with existing accounts.
- Plan and manage the territory proactively, prioritizing opportunities and building relationships that support long-term growth.
- Build relationships and increase awareness of ECSH's products and services among architects, designers, custom home builders/renovators, millworkers, custom kitchen and bath, and cabinet shops.
- Actively promote and grow sales of Osmo Wood Finish products.
- Identify new business opportunities and emerging needs that the company can service.
- Conduct regular sales calls and in-person customer visits throughout the territory.
- Support the Inside Sales team as needed to ensure timely service and a strong customer experience.

### Customer Experience and Service Excellence

- Learn Osmo Wood Finish product lines and educate customers on product selection, application, and performance.
- Maintain customer loyalty through timely communication, accurate quoting, and reliable follow-up.
- Collaborate with Inside Sales, Production, and Operations to ensure a strong customer experience.

# How You'll Contribute (Continued)

## Relationship Development and Team Support

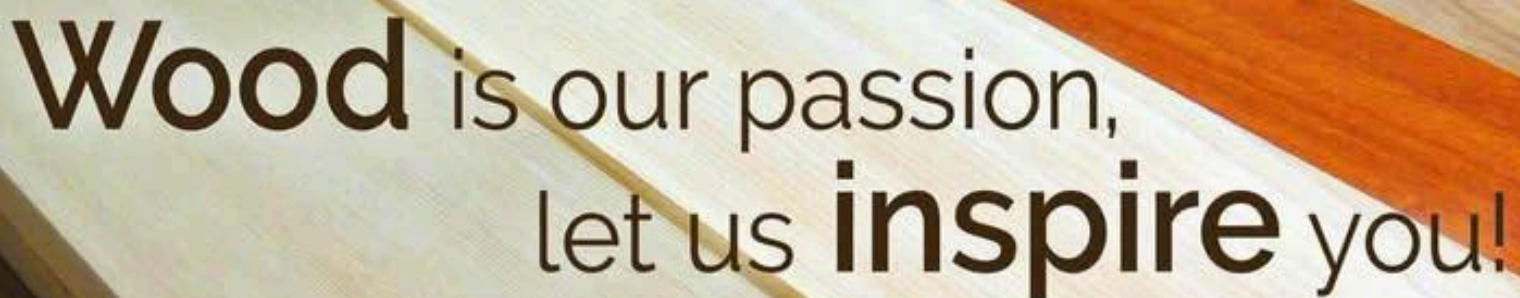
- Attend industry events such as the Architectural Woodwork Manufacturers Association of Canada (AWMAC) and the Canadian Home Builders Association general meetings and social gatherings.
- Support the planning and hosting of company-led initiatives and events.

## Administrative and Operational Responsibilities

- Track sales calls, potential leads, and vehicle mileage accurately, and submit logs to management bi-weekly.
- Manage company expenses responsibly, submitting receipts and documentation in accordance with company guidelines.

# What You'll Bring

- Proven success in building strong client partnerships while driving growth through new and existing business opportunities.
- Strong ability to build, grow, and maintain lasting relationships with clients, including architects, designers, builders, millworkers, and cabinet shops.
- Excellent communication and negotiation skills, with a professional and approachable demeanour.
- Strong organizational and time-management skills to plan and manage a territory, track leads, and follow up consistently.
- Self-motivated and independent, with the ability to collaborate effectively with internal teams to ensure customer satisfaction.
- Honest and straightforward, proudly protecting with integrity the company's 40-year industry reputation.
- Knowledge of woodworking, cabinetmaking, or millwork is an asset.
- A valid driver's license and reliable vehicle, with flexibility for regular travel throughout Nova Scotia and occasional travel to New Brunswick and Prince Edward Island.



**Wood** is our passion,  
let us **inspire** you!

# The Package

**Salary** \$70,00 - \$80,000 base + commission and bonus (Total Target Compensation up to \$120,000)

**Schedule** Monday to Friday, 40 hours/week

**Location** Hybrid: Dartmouth, Nova Scotia

**Benefits & Perks** Health, Dental & Vision  
Travel and expenditure allowances  
Generous Paid Time Off:

- 2 weeks of vacation to start
- Provincial and Federal statutory and non-statutory holidays
- Birthday Day
- December Holiday Shutdown

## What to Expect:

At Placemaking 4G, we believe recruitment should be relational and affirming. We're working with the organization to ensure candidates are respected, informed, and supported throughout.

- We closely review all applications and read each cover letter (we promise).
- If you are selected as a top candidate, expect an invitation to chat with a Lead Placemaker from P4G. This is someone who treats the recruitment process non-traditionally. We want to get to know what inspires you.
- Selected candidates will proceed to a virtual interview with the Lead P4G Placemaker and 2-3 organization representatives.
- Finalists may participate in a second-round interview or skills activity (virtual or in-person).
- P4G will check employment references and assist in presenting an offer to the successful candidate.

Applications will be accepted until **noon AST on March 23, 2026**.

Please include a cover letter that speaks to your experience and offers a glimpse of your personality.

**Don't be generic. Be yourself.**



### Have questions about the role?

Reach out to the Lead Placemaker at P4G to learn more.

**Amanda McNutt**  
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