



JOB DETAILS

Job Title: Sales Manager
Line Manager: Brewery Manager
Location: Speyside Brewery\Remote

The purpose of the role is to generate and manage sales to optimise commercial performance as required.

RESPONSIBILITIES OF THE POST

- Meeting & exceeding sales targets
- Ownership and management of Customers
- Sales pipeline development
- Competitor market intelligence development
- Developing relationships with customers by phone, email, and face to face visits.
- Generating and growing new business prospects and opportunities within territory
- Completing Monthly Sales Report for territory
- Keeping customer CRM up to date.
- Staff training & awareness at key accounts
- Attending and running events to help promote the brewery
- Ensure all administration is processed in a timely fashion ensuring accounts are kept within relevant terms.
- Provide administrative support to UK Sales Manager

AUTONOMY AND DECISION-MAKING

Typical decisions **taken** by the job include:

- Trade marketing activity within strategy and budget.
- Allocation of inventory within territory.
- Detail of travel and Itinerary of sales calls

Typical decisions **referred** by the job include:

- Customer related issues which raise strategic or budgetary issues

COMMUNICATIONS

The main internal contacts of the post are:

- Brewery Manager - daily
- Brewing colleagues – weekly
- Finance - adhoc

The main external contacts of the post are:

- Customers
- Local consumers
- In market Journalists/Bloggers
- Competitors

A variety of communication methods are used.

Telephone, video conference, email, post and in person market visits.





WORK CONTEXT

Remote environment with occasional office visits

KNOWLEDGE, SKILLS AND ATTRIBUTES REQUIRED FOR THE POST

Knowledge

- Knowledge of the UK Brewery Market
- In depth knowledge of Brewing

Experience

- Experience of managing a territory
- Experience of UK on and Off Trade.
- Established network of key individuals and businesses
- Solid understanding of key trends and opportunities in UK on and Off trade sector
- Proven experience of developing original approaches and solutions for customers
- Successful track record of sales negotiations
- Evidence successful customer retention

Skills

- Strong Customer Service skills
- Strong presentation skills
- Integrity
- Excellent communication skills
- IT Literate, particularly strong in excel use.
- Problem solving skills and attention to detail.
- Strong business development experience
- Well-developed business acumen

Attributes

- Analytical with strong attention to detail
- Strong Interpersonal skills
- Pro-active and enthusiastic
- Ability to manage time well and prioritise accordingly.
- Collaborative approach and experience of cross company/functional way of working
- Strong team player and ability to evidence outstanding results working remotely/independently

