



<b>Job Title:</b>	Brand Sales Executive – Merseyside & Cheshire	<b>Department:</b>	Marketing & Sales
<b>Location:</b>	Field based with access to Edinburgh HQ	<b>Position Type:</b>	Full Time
<b>Level/Salary Range:</b>		<b>Reports To:</b>	Sales & Marketing
<b>JOB DESCRIPTION</b>			
<b>Role Overview</b>			
<p>Brand Sales Execs will be core to our On-Trade strategy as we roll out Innis &amp; Gunn and Menabrea in England. You will be a 'go to' face for our brands, helping to initially present to and sample with new prospect customers to introduce them to the brands and help win new business from our competitors.</p> <p>You will manage a pipeline of prospects pushing them along the sales process converting them from non-customers into stockists and you will then support rate of sale through staff training, incentives, and in-venue consumer events.</p> <p>Once the brands are stocked, you will facilitate and drive sales in-venue, building strong, value adding relationships with bars &amp; customers in your territory and bringing the Innis &amp; Gunn and Menabrea brands to life for those customers, consumers, and the media through routinely running in-outlet events to drive brand awareness, trial, advocacy and ultimately sales. Part of this is ensuring in-venue branding, draught beer dispense quality and managing stock availability.</p> <p>You will be an authority on the Innis &amp; Gunn and Menabrea brands, and the beer category. A passion for beer and the hospitality industry is a must. We are looking for a confident, outgoing individual who loves to be around people and has an infectious personality.</p> <p>You will work as part of the Sales and Marketing team, reporting to our National Account Manager for England.</p>			
<b>Key Tasks</b>			
<ul style="list-style-type: none"> <li>• Daily visiting of venues to uncover new opportunities for Menabrea and Innis &amp; Gunn.</li> <li>• Work alongside Matthew Clark &amp; Bibendum sales teams to deliver new distribution for Innis &amp; Gunn and Menabrea, through face-to-face presentations and sampling the beers with customers.</li> <li>• Conducting tastings and hosting brand experiences to elevate advocacy in our brands</li> <li>• Building relationships with key contacts e.g. trade, staff, buyers, influencers</li> <li>• Running compelling experiences at our events program, including speaking and hosting beer events</li> <li>• Educating staff and consumers on our range of beers</li> <li>• Supporting our trade customers and training bar staff and field sales reps</li> <li>• Representing the brands at media, consumer and trade events</li> <li>• Calling on specific national account customer venues to drive new distribution for our brands</li> <li>• Hosting at our new brewery (when complete)</li> </ul>			



- Running tastings at our events, including AGM, PR events, and Experiential programs
- Lead our flagship activation, London Restaurant Festival – hosting customer events, beer tasting and following up sales opportunities.
- Supporting distribution efforts of the sales team through face-to-face engagement with trade customers and placing telephone orders on their behalf
- Support on for all brand activation campaigns in England.

#### **Additional Tasks**

- Support wider marketing campaigns where needed
- Supporting the planning and delivery of experiential and trade events as required by Events Manager

#### **Previous Experience**

- Some previous experience as a Brand Ambassador or Trade-facing role is essential
- Beer knowledge is essential
- A good understanding of branding will help in creating and setting up the best trade events possible.
- Sales experience in retail or field.

#### **Competencies Required**

- Full UK driving licence
- Engaging and compelling public speaker
- Good interpersonal skills: confident, personable, a natural networker
- Beer industry experience and a passion for beer
- Highly motivated and driven, with a pride and ownership in your delivery
- Able to work proactively, confidently, and independently

#### **Additional Notes**

Full time at 37.5hrs, assumed to be 9-5 but with flexibility to cover evening and/or weekend events as required.