



Job Title:	Brand Sales Executive – Yorkshire & North East	Department:	Marketing & Sales
Location:	Field based with access to Edinburgh HQ	Position Type:	Full Time
Level/Salary Range:		Reports To:	Sales & Marketing
JOB DESCRIPTION			
Role Overview			
<p>Brand Sales Execs will be core to our On-Trade strategy as we roll out Innis & 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 & customers in your territory and bringing the Innis & 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 & 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>			
Key Tasks			
<ul style="list-style-type: none"> • Daily visiting of venues to uncover new opportunities for Menabrea and Innis & Gunn. • Work alongside Matthew Clark & Bibendum sales teams to deliver new distribution for Innis & Gunn and Menabrea, through face-to-face presentations and sampling the beers with customers. • Conducting tastings and hosting brand experiences to elevate advocacy in our brands • Building relationships with key contacts e.g. trade, staff, buyers, influencers • Running compelling experiences at our events program, including speaking and hosting beer events • Educating staff and consumers on our range of beers • Supporting our trade customers and training bar staff and field sales reps • Representing the brands at media, consumer and trade events • Calling on specific national account customer venues to drive new distribution for our brands • Hosting at our new brewery (when complete) 			



- 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.