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| Job Title: | Brand & Sales Exec – Midlands & East Anglia | Department: | Marketing & Sales |
| Location: | Field Based | Position Type: | Full Time |
| Level/Salary Range: | | Reports To: | Marketing & Sales |
| JOB DESCRIPTION | | | |
| Role Overview | | | |
| <p>Brand & sales execs will be core to our On-Trade strategy. You will be a 'go-to' face of our brand, helping to facilitate and drive sales in outlet and through our sole route to market partners Matthew Clark / Bibendum, where you will become an invaluable Innis & Gunn brand resource to their sales teams by developing joint strategies to win in the On-Trade. You will be an authority on our brand, the category, and our portfolio.</p> <p>The role will focus on growing distribution, building strong, value adding relationships with bars & customers in Midlands & East Anglia and bringing the Innis & Gunn brand to life for those customers, consumers, and the media through routinely running in-outlet events to drive brand awareness, trial and advocacy.</p> <p>The brand sales execs will inspire bars, restaurants, consumers, and trade media to get behind us on the Innis & Gunn journey. Working closely with our distribution partners Matthew Clark / Bibendum, you will help accelerate our distribution efforts, selling our portfolio across national and free trade accounts in the on trade.</p> <p>You will work as part of the sales and marketing team, reporting to our Sales Manager for Scotland.</p> | | | |
| Key Tasks | | | |
| <ul style="list-style-type: none"> • Working closely with Matthew Clark / Bibendum to help deliver new distribution for our core portfolio, through face to face engagement with trade customers and in trade working days with their sales reps. • Conducting tastings and hosting on-brand experiences to elevate trade confidence in our brand • Building relationships with key contacts e.g. trade, staff, buyers, influencers • Running compelling experiences at our events programme, including speaking and hosting • Educating around our range of beers, from our award-winning Lager, our flagship oak cask matured range of beers and our IPAs. • Supporting our trade customers and training bar staff and field sales reps • Representing Innis & Gunn at media, consumer and trade events • Calling on specific national account customer venues to drive new distribution for our core portfolio • Hosting at our brewery in Perth. • Running tastings at our events, including AGM, PR events, and Experiential programmes • Support on The Original and Lager campaign activations across Scotland. | | | |
| Additional Tasks | | | |
| <ul style="list-style-type: none"> • Support wider marketing campaigns where needed • Supporting the planning and delivery of experiential and trade events as required by Events Manager • Potential media interviews as needed | | | |
| Previous Experience | | | |
| <ul style="list-style-type: none"> • 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

- 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

Reviewed By (*Dept Manager*)

Date (*Yearly Update
Required*)