



<b>Job Title:</b>	Brand & Sales Exec – Yorkshire & North East	<b>Department:</b>	Marketing & Sales
<b>Location:</b>	Field Based	<b>Position Type:</b>	Full Time
<b>Level/Salary Range:</b>		<b>Reports To:</b>	Marketing & Sales
<b>JOB DESCRIPTION</b>			
<b>Role Overview</b>			
<p>Brand &amp; 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 &amp; 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 &amp; customers in Yorkshire &amp; North East and bringing the Innis &amp; 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 &amp; 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>			
<b>Key Tasks</b>			
<ul style="list-style-type: none"> <li>• 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.</li> <li>• Conducting tastings and hosting on-brand experiences to elevate trade confidence in our brand</li> <li>• Building relationships with key contacts e.g. trade, staff, buyers, influencers</li> <li>• Running compelling experiences at our events programme, including speaking and hosting</li> <li>• Educating around our range of beers, from our award-winning Lager, our flagship oak cask matured range of beers and our IPAs.</li> <li>• Supporting our trade customers and training bar staff and field sales reps</li> <li>• Representing Innis &amp; Gunn at media, consumer and trade events</li> <li>• Calling on specific national account customer venues to drive new distribution for our core portfolio</li> <li>• Hosting at our brewery in Perth.</li> <li>• Running tastings at our events, including AGM, PR events, and Experiential programmes</li> <li>• Support on The Original and Lager campaign activations across Scotland.</li> </ul>			
<b>Additional Tasks</b>			
<ul style="list-style-type: none"> <li>• Support wider marketing campaigns where needed</li> <li>• Supporting the planning and delivery of experiential and trade events as required by Events Manager</li> <li>• Potential media interviews as needed</li> </ul>			
<b>Previous Experience</b>			
<ul style="list-style-type: none"> <li>• Some previous experience as a Brand Ambassador or Trade-facing role is essential</li> <li>• Beer knowledge is essential</li> <li>• A good understanding of branding will help in creating and setting up the best trade events possible</li> </ul>			



- 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*)