



Job Title:	Brand & Sales Executive – Merseyside & Cheshire	Department:	Marketing & Sales
Location:	Field based with access to Edinburgh HQ	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 as we roll out Innis & Gunn in England. 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 your territory 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 both our Events Manager and National Account Manager for England.</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 program, including speaking and hosting • Educating around our range of beers, from our award-winning Lager, our flagship 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 new brewery (when complete) • Running tastings at our events, including AGM, PR events, and Experiential programs • Lead the flagship activation on the 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 The Original and Lager campaign activations 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
- Potential media interviews as needed

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

- 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.