

Job Spec



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| Job Title | Head of Sales - UK Off Trade |
| Business Unit | Brew Co |
| Reporting Line | Commercial Director |
| Direct Reports | National Account Manager, Key Account Manager |
| Key Stakeholders | Commercial Team, Marketing Team, Finance, Operations |
| Location | Innis & Gunn HQ Edinburgh |
| Who We Are | |
| <p>Innis & Gunn is the No1 craft Lager in Scotland and No3 in the UK. As an independent beer company born in Scotland, Innis & Gunn never shy away from putting in the time and the effort necessary to create a different kind of beer and brand. Originality is at the core of our business; in the beers we make, in way we make them, and in the ways, we celebrate the originality of others.</p> | |
| Expectation of Success | |
| <p>The Head of UK Off Trade will take total responsibility for the largest sales channel for Innis & Gunn. You will be the go-to for all things off trade, collaborating with your peers in Marketing, Finance and Operations to create clear plans for sustained growth in each of the subcategories our brands operate in.</p> | |
| Role Mission | |
| <p>Building and delivering the annual budget for the channel aligned with Innis & Gunn’s overall business growth. Develop a clear brands promotional plan across the off-trade channels to grow volume sales, availability, and instore awareness. Working with your team to Identify new distribution opportunities and develop a clear plan for our core brands distribution growth. Working with your colleagues in marketing to develop and deliver annual brand plans for your key customers.</p> | |
| Key Deliverables | |
| <ul style="list-style-type: none"> • Commercial Results: Full budget delivery including Volume, Revenue and EBIT • Brands Team Engagement: Working collaboratively with the brands team to deliver customer plans that generate growth. • Ensure effective management of assigned budgets, accruals, forecasts • Closely manage volume forecast with operations to ensure efficient stock holding levels. • Be direct point of contact for everything off trade across the business. • Provide monthly/quarterly sales performance reporting across set KPI’s including Distribution, ROS, Price Per Litre, Category Share • Collaborate with internal stakeholders across finance, operations, marketing to drive delivery of the off-trade budget • Manage, Coach and Motivate off trade sales team with regular appraisal reviews | |
| Company Values | |
| <p>Originality, our own true selves True & independent character over reputation Freedom, have the courage of our conviction Respect, act with purpose and respect</p> | |

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Self-expression, we are together

Behavioural Competency Requirements

- Accountability
- Brands Driven
- Transparency
- Highly Motivated
- Strategic Thinking
- A Bias for Action
- Entrepreneurial
- Passionate
- Excellent Communicator

Management Competency Requirements

- Business Performance Management including Budget and/or P&L experience.
- Proactive Stakeholder Engagement & Management Approach
- Analytical and influencing skills with fact-based approach.
- Strong planning and collaboration skills, highly organized
- Financial / Business Acumen / Responsible budget management and tracking.
- Leadership, ability to motivate and inspire others to drive achievement of goals.
- Sound Judgment & Decision Making with ability to recommend action.
- Measurement & Evaluation (i.e., Return on Investment analysis).

Functional Competency Requirements

- Ability to translate sales strategy into actionable tactics
- Brand & Trade Driven Strategy Development
- Delivering a sales and distribution plan that supports annual brand plans with clear understanding of achievable goals.
- Commercial Acumen, ability to prepare a business case and secure buy-in from stakeholders.
- Analytical and influencing skills with fact-based approach.
- Data management skills, to track and action set KPI's across sales performance

Knowledge Competency Requirements

- UK Beverage Alcohol Industry: Grocery, Convenience, Cash & Carry / Wholesale channels.
- The Role of Brands as part of any commercial proposal
- The role of logistics and the impact on any commercial arrangement
- Structured use and building of data from Nielsen, IRI as part of any customer proposal
- Strategic and tactical understanding of NPD and EPD as part of any customer negotiation
- Computer Literacy: Microsoft Office (Excel, Power Point, Word, Outlook), Google Docs, Analytical tools, and Social Channels

Experience Required

- At least 5 Years' Experience in sales, marketing, or commercial role preferably within the alcohol industry
- University Degree in Business with emphasis in Marketing or Sales Management preferable
- In-depth understanding of UK retail channel and or on trade channel.