



Job Title:	Key Account Manager	Department:	Sales – UK Off Trade
Location:	Home / Field Based / Scotland Central Belt	Position Type:	Full Time
Level/Salary Range:		Reports To:	Head of Off Trade
JOB DESCRIPTION			
Role Overview			
Responsible for building sales & distribution of Innis & Gunn’s core range across the UK off trade channel.			
Key Tasks			
<ul style="list-style-type: none"> • Drive growth across our core brands, in the Scottish / wider UK, cash and carry channel. • Supporting our partners (C&C Group / Walker & Wodehouse), to help unlock growth opportunities in the accounts that they look after; Bestway, UW, Majestic, Filshill, Oddbins, G101 and Spar. • Working alongside Walker & Wodehouse (C&C Group), to open up new premium retail accounts. • A focus on opening up new business for Innis & Gunn in target premium and online retailers. • Deliver against budgets set by the business as part of the overall off trade budget • Deliver excellent levels of customer service across the distribution base. • Become the go to for the C&C team for all things Innis & Gunn in the off trade. 			
Additional Tasks			
<ul style="list-style-type: none"> • Work closely with your Head of sales to ensure agreed plans are delivered in your account channels. • Deliver and follow up on all opportunities for increased sales and distribution. • Uncover events and trade opportunities for brand awareness and consumer sampling. 			
Qualifications & Education Requirements			
<ul style="list-style-type: none"> • Relevant sales or marketing experience preferably gained working within the drinks industry. 			
Competencies Required			
<ul style="list-style-type: none"> • Self motivated, confident and outgoing with the ability to build relationships at various levels • Creative with a can do attitude able to overcome challenges and find solutions in order to succeed • Energetic and ambitious with the drive and determination to win • Excellent communication skills with the ability to influence at all levels 			