



<b>Job Title</b>	Account Executive – Off-Trade
<b>Business Unit</b>	Brew Co
<b>Reporting Line</b>	Head of Sales, UK Off-Trade
<b>Direct Reports</b>	N/A
<b>Key Stakeholders</b>	In Store & Some HO Contacts Teams, Off-Trade, Marketing, Finance & Operations
<b>Location</b>	Office & Field Based

### Who We Are

Innis & Gunn is the No.1 craft Lager in Scotland and No.3 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.

### Expectation of Success

The ability to strengthen relationships with Innis & Gunn’s customers base in-store operationally & at HO level. Helping to create better relationships with key contacts, whilst understanding market activity and availability via audits. Providing consistent and structured reporting from retailer data sources to inform forecasts & promotional analysis. Creating clear data updates to track weekly performance and product availability. Supporting with customer administration & processes, to assist in communicating with the customer contacts.

### Role Mission

Assisting the operation and diligence of the off-trade team to inform decisions to help grow across Lager, Original, IPA, Ossiian & Ltd. Editions. Play a role in pinpointing opportunities within the off-trade customer base, to deliver versus budgets, with a clear reporting cycle back into the business.

### Key Deliverables

- Engage & Deliver Commercial Agreements with Third Party Operators and Specialist Stores.
- Ability to support and build relationships with retailers, wholesalers, in-store at trade shows/events.
- In-store retail audits, on pricing, availability, on-shelf planning, category planograms and competitor activity.
- Customer Data Management – handling data sets of value, volume, to report on promotional uplift & availability.
- Assisting in the management of cash flow & invoicing, price queries & processing.
- Monitoring and reporting on current sales & measuring against forecast to assist demand planning.
- Customer administrative support in promotional inputs, new line forms, necessary communications.
- Assisting in developing the brand’s digital reach across customer and across B2B ordering platforms.
- Collaborate with customers Media & Digital teams to create in-store/online, branded consumer-facing messaging

### Company Values

Originality, our own true selves.  
 True & independent character over reputation.  
 Freedom, have the courage of our conviction.  
 Respect, act with purpose and respect.  
 Self-expression, we are together.



### **Behavioural Competency Requirements**

- Accountability & agile
- Brand & category-focused sales approach
- Competitive & self-motivationally driven
- Analytical and detail focused
- Energetic & resilient
- Being bold in face of uncertainty
- Clear & personable communicator
- Strategic and critical thinking

### **Functional Competency Requirements**

- Analytical & inquisitive mindset to understand customers and market dynamics in detail.
- Competent use of Microsoft Office to track and measure customer all sales & promo activity.
- Understand the changing importance of digital commerce & how it develops brands.
- Ability to understand and communicate key messages to stakeholders and assist with supporting customers.
- Organisation & time management to fulfill both desk and field duties.

### **Knowledge Competency Requirements**

- An understanding of FMCG retail, route-to-market, category data & e-commerce
- Having a keen interest in the beer category, or other parallel categories.
- The typical challenges and nuances of a consumer goods supply chain and retail structures
- The role of data and its importance to underpin decision making and actions.

### **Experience Required**

- Tertiary education, preferably with study across business, finance, or economic studies
- Full time or Internships level of exposure to Commercial, Marketing, or parallel functions
- Fluent in Excel and data management processes
- Full UK driving license