



Job Title	Business Development Manager - UK On Trade
Business Unit	Innis & Gunn Brew Co
Reporting Line	Director of On Trade
Direct Reports	None
Key Stakeholders	Commercial Team, Marketing Team, Finance, Operations
Location	Field / Home Based – Central Scotland
Who We Are	
Innis & Gunn is the No1 premium Scottish Lager. 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 Business Development Manager will take total responsibility for the on-trade channel in Central Scotland. You will be the go-to for everything on trade in this territory, liaising with your peers in sales and across other areas of the business including marketing, customer service and finance as you build the Innis & Gunn footprint in this important area.	
Role Mission	
You will be responsible for sales of our core brands including Innis & Gunn Lager, Inveralmond Ossian Smooth and our range of Inveralmond Cask Beers. Your key focus will be to build distribution and support rate of sale in target outlets, making our beers as widely available as possible across your territory.	
Key Deliverables	
<ul style="list-style-type: none"> • Distribution of draught and packaged beers across your territory, focus on Lager, Ossian, Cask • Deliver against distribution objectives, customer contact, POS and ROS KPI's. • Brands Team Engagement: Working collaboratively with the brands team to deliver customer plans that drive growth and rate of sale in your accounts. • Be the direct point of contact internally and with our customers for everything on-trade in Central Scotland. 	
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	
<ul style="list-style-type: none"> • Accountability • Brands Focused Sales Approach • Competitive • Highly Motivated • Energetic • A Bias for Action • Excellent Communicator • Passionate 	



Functional Competency Requirements

- Ability to translate branded sales plans into actionable tactics.
- Delivery against sales and distribution targets.
- Commercial Acumen, ability to prepare customer commercial proposals
- Analytical and influencing skills with a fact-based approach.
- Data management skills, to track and action set KPI's across sales performance
- Computer Literacy: Microsoft Office (Excel, Power Point, Word, Outlook), Google Docs, Analytical tools, and Social Channels

Knowledge Competency Requirements

- UK beer category, or other alcoholic drinks category.
- UK on trade landscape, hospitality specific
- The Role of Brands as part of any commercial proposal
- The role of logistics and the impact on any commercial arrangement
- The role of data and its influence on any brand proposal

Experience Required

- Experience in sales, marketing, retail, or commercial role preferably within the alcohol industry
- University education, preferably across business studies
- Understanding of Scottish on trade channel
- Full UK driving license