



Job Title:	Brand & Sales Executive – Manchester	Department:	Marketing & Sales
Location:	Field based with access to Edinburgh HQ.	Position Type:	Full Time
Level/Salary Range:		Reports To:	Marketing & Sales

JOB DESCRIPTION	
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Role Overview

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.

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.

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 Mathew Clark / Bibendum, you will help accelerate our distribution efforts, selling our portfolio across national and free trade accounts in the on trade.

You will work as part of the sales and marketing team, reporting to both our Events Manager and National Account Manager for England.

Key Tasks

- Working closely with Mathew 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 programme, including speaking and hosting
- Educating around our range of beers, from our award-winning Lager, our flagship oak 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 programmes
- Lead the flagship activation on the London Restaurant Festival – hosting customer events, beer tasting and following up sales opportunities.



- 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.