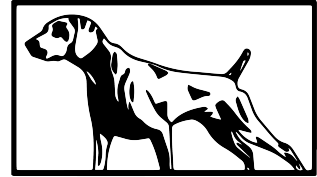


Brewery Wholesale Sales Manager

JUNKYARD



BREWING COMPANY
MOORHEAD, MN

Overview:

We are seeking a dynamic and experienced Sales Manager to lead our wholesale department and enhance the market presence of our beer brands. The ideal candidate will be someone with: experience in sales, a high level of beer industry knowledge, an analytical mindset, good leadership qualities, and an irresistibly likable personality. The Sales Manager collaborates closely with other departments to ensure alignment with our sales and production goals. This position can expect to work roughly 40 hours per week, Monday through Friday. Our wholesale territory includes self-distribution across Minnesota and the eastern half of North Dakota.

Key Responsibilities

Sales and Marketing Strategy Development:

- Craft a comprehensive sales strategy to position the brewery's brand effectively in the market and achieve sales goals.

Forecasting and Planning:

- Collect and organize detailed sales data.
- Analyze historic sales data to make predictions and set goals.
- Generate and distribute sales forecasts to facilitate production planning and coordination with other departments.
- Work with managers of other departments to create a company-wide sales plan and help create goals for brewery production and sales.

Inventory:

- Keep excellent inventory records for all wholesale beer inventory and ensure that other sales staff participates in keeping accurate inventory records.

Representation:

- Act as the “Face of the Brewery” when interacting with accounts, customers, and other industry members. Maintain a professional, welcoming, and fun demeanor in all interactions.

Deliveries and Sales Calls:

- Assist the rest of the wholesale team by making deliveries to accounts to fulfill orders.
- Perform “sales call” visits to check on accounts, maintain relationships, and make sales.
- Prepare invoices, collect payment, and keep organized records of all sales information.

Sales Events:

- Organize and oversee sales and promotional events, ensuring their success in promoting the brewery's brand.

Customer Relationship Management:

- Cultivate and maintain strong relationships with accounts to drive sales and create a positive reputation for the business.

Market Analysis and Competitor Research:

- Analyze customer demographics, market trends, and competitor landscape to identify new sales opportunities and inform product development strategies.

Reporting and Presentation:

- Present comprehensive sales and marketing reports to management, including detailed analyses and marketing plans.

Marketing Material Design and Distribution:

- Design and distribute effective advertising and marketing materials.
- Collaborate with existing graphic designers at the business to develop these materials.

Team Supervision:

- Lead and manage a small sales team, set a good example, ensure productivity and foster a collaborative work environment.
- Interview, hire, train, give performance reviews, and manage the sales staff in the wholesale department. Give both positive and critical feedback in a professional manner when warranted.

Requirements:

- Experience managing others and sales execution.
- Expertise in sales reporting, market research, and analysis.
- Strong sales and negotiation abilities.
- Extensive knowledge of the beer industry with a deep understanding of beer marketing and sales dynamics.
- Ability to perform physical activities required by the job duties including occasionally lifting and moving up to 50 pounds individually, and greater weights with assistance.
 - Must have the ability to bend, stretch, stoop, climb, and perform other physical acts associated with selling, delivering, demonstrating, and marketing beer.
 - Ability to slide, roll, or scoot full kegs of beer weighing approximately 160lbs without assistance. (Not expected to lift full kegs of beer without assistance, but the ability to scoot or roll them on the floor is expected).
- Must have a reliable, registered and insured personal vehicle.
- Must have a valid driver's license and be able to pass pre-employment motor vehicle record (MVR) screening and 7-year criminal history background check.
- Ability to work proficiently with Apple/Mac computers and iPads. Must be able to use spreadsheets (or similar data analysis programs) to track and analyze sales data and generate projections.

Preferred Education, Skills and Experience:

- Bachelor's degree in marketing or business.
- Exceptional written and verbal communication skills.
- Excellent social media skills.
- Extroverted, likable personality. Good at public speaking, great at remembering names, and naturally persuasive.

- Innovative, creative thinker with a proactive mindset.
- Ability to thrive in a fast-paced environment, sometimes under pressure.
- Prior forklift training/experience.

Compensation:

Salary \$45,000 - \$55,000 per year, depending on experience and qualifications. If you're seeking compensation outside this range, and feel like you would be a great fit, we encourage you to apply. Compensation will be discussed during interviews.

Full Time Benefits Include

- Health Insurance
- Dental Insurance
- 10 Paid holidays
- Paid Time Off
- Staff discounts on all products and merchandise

We are interested in finding the best candidate for the job, and that candidate may be one who comes from an unexpected or unique background. If you are interested to apply and wholeheartedly believe that you would be an excellent candidate, but are hesitant because you do not meet every one of the qualifications, we would still encourage you to apply. If you are unsure whether you meet the qualifications of this position, or how this would be determined, please feel free to contact us at accounting@junkyardbeer.com

We are an Equal Opportunity Employer.