



## **The Lakes Distillery - Sales Executive**

Three full time positions:

- Cumbria/North West
- Manchester
- Newcastle

This is a unique opportunity to join the multi award winning Lakes Distillery and represent our spirits to the trade. A Sales Executive for our portfolio of brands, working across all channels, with a primary focus on On and Off trade business within your region.

### **Statement of purpose**

You will be primarily accountable for the distribution, activation and visibility of the Lakes Distillery Brands within the on and off-trade in your region.

You will be targeted on developing new accounts as well as supporting and growing existing accounts within both the On and Off trade. Your role will be to support the strategy of the National Sales Manager with each of the identified wholesalers and report back findings.

A major part of this role will be to support brand activation plans and key events across your region.

### **Key Responsibilities**

- To implement the Sales Strategy set out by the National Sales Manager and business.
- Liaising with wholesale representatives at a regional level to drive demand for the spirits and generate further leads in your region
- Engage and educate customers on our Portfolio, ethos and values. A large amount of time will be dedicated to account support, spending time in both hospitality and retail locations, meeting and pitching to key decision-makers, presenting at regional client team meetings, in-store tasting, events and staff training sessions
- Working in conjunction with our Trade Marketing Manager to develop cocktail menus, activation concepts to drive rate of sales in venues
- Have a finger on the pulse in the Spirits trade. Including strong knowledge of current and upcoming trends, competitor products and the landscape of the industry
- Research and target new establishments/clients: retail, wholesale, hospitality & leisure, strategic focused establishments
- Work with the PR and Events team to develop and support the events calendar and deliver presence at key trade/Sector specific/masterclass events throughout the year
- Report progress back to National Sales Manager against KPI's
- Develop, manage and input sales initiatives to drive sales within your region
- To contribute to the year on year growth of Key Retail and Wholesale customers
- Liaising with the Distillery and Head Office teams in an effective and efficient manner to help drive the business agenda

## **You will**

- Possess a strong spirits knowledge, with experience in process, ingredients and provenance. Strong cocktail knowledge (preferred but not necessary)
- A self-starter who operates proactively and where necessary reactively to opportunities
- Have a fair knowledge of Microsoft Office packages. Competent in CRM systems (preferred but not necessary)
- Results driven
- The personification of our brands in the market: attitude, appearance, integrity and personality
- Highly active and engaging on social media, well connected within the industry
- Confident and enthusiastic with the ability to hold and inspire an audience
- Ability to showcase our spirits tailored to each market
- Strategic thinker with the ability to lead from the front
- Time savvy and work smart approach. Ability to organise work load and prioritise the tasks at hand
  
- Be confident and enthusiastic with the ability to hold and inspire an audience
- Flexible as will be required to work weekends and evenings to deliver the sales strategy

## **Experience & Qualifications:**

- Fluent in English, both written & spoken
- Great analytical skills.
- Strong communication skills. Strong public speaker.
- Collaborative team player.
- Adaptable, flexible & resilient.
- Full Driving licence essential

Please forward your CV and covering letter- [careers@lakesdistillery.com](mailto:careers@lakesdistillery.com)

Why should you be The Lakes Distillery Sales Executive for your area?

## **Benefits:**

- Competitive salary and Target-driven Bonus.
- Product allowance
- Laptop/Phone
- Car
- 28 days annual leave
- Ongoing Personal Development