



## **Overview**

At The Lakes Distillery, we believe in taking the lead and following our instinct. We have been distilling for only five years but this ethos has already resulted in us being voted number 1 of 8 distilleries to visit in the world before you die<sup>1</sup>, to win the best distillery visitor attraction for the last three years running<sup>2</sup> and recently to be voted as one of three brands to watch in World Whisky for 2019, alongside Hibiki from Japan and Starward from Australia<sup>3</sup>.

Everything that we do at The Lakes is focused on the achievement of our vision – to create a global Single Malt Whisky brand. 2019 is a milestone year as we launched The Lakes Single Malt Whisky to a fantastic reception from the trade, selling through the first release within four weeks.

We are focused on attracting people who share our beliefs and brand values. They are highly motivated at the prospect of joining an ambitious business, with an entrepreneurial approach; who believe in taking the lead, being courageous, seeking out opportunities and are passionate about the role they play in what is a true team effort.

**Title: National Account Manager: On Trade**

**Reporting to: UK Sales Director**

**Location: Home Based (Midlands / Southern Based preferred)**

## **The Role**

The newly created role will be responsible for the following:

- Shaping and executing the On Trade strategy for our growing business across all aspects of the On Trade, with a particular focus on London, premium Regional Groups and National fascias
- Full P&L responsibility to deliver the annual volume, revenue and profit targets
- Identify and unlock new business wins in premium groups to drive new distribution
- Manage the existing relationships with On Trade Wholesale & Retail customers to develop plans to grow our current business
- Create and sell-in activation plans that support our brand vision and deliver maximum returns

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<sup>1</sup> As published by World Whisky Day, March 2018

<sup>2</sup> Sprints Business, 2016,2017,2018

<sup>3</sup> Sprit's Business, December 2018.

- Support and direct our Field Sales team to ensure the right opportunities are created and converted across the UK
- Engage with sales teams from wholesale partners to maximise distribution and sales opportunities
- Collaborate with other functions - namely Marketing, Supply Chain, Finance to shape total business plans and drive efficiencies
- Collaborate with all key contacts within our customers' businesses
- Training customers and attending events on our range to ensure we create advocacy in the trade and drive ROS

This role is fundamental to the future success of the vision of creating a luxury single malt whisky brand and as such, will have exposure to all aspects of the business – senior leadership, the Whiskymaker, the distillery team and regular interaction with all members of the Sales Team (team of 9 in total).

### **Key Competencies**

- A good understanding of the On Trade retailers and wholesalers – their business strategies and dynamics of the spirits market
- Commercial acumen and general business understanding
- Strong network in the On Trade to unlock new opportunities
- Strong selling and negotiation skills with a track record in growing business
- Communication and influencing skills at all levels of an organisation
- Excellent presentation skills, either to a group or one-to-one situation
- Numerate, analytical but with an ability to act with pace and urgency to convert opportunities
- Results-focussed - an ability to build and deliver ambitious growth plans with/through numerous stakeholders
- Adaptable, huge amounts of energy, with a “sleeves-rolled-up” mentality - willingness to get stuck in as part of a small sales team
- Self-sufficient but able to be part of a driven team, and coach/support other team members
- An ability to prioritise – focused on the big strategic wins whilst staying focused on day-to-day customer issues
- A passion for Single Malt whisky, premium spirits and luxury brands

### **Other Skills & Experience**

- 3+ years of experience as a National Account Manager in the On Trade
- Solid commercial background – structured selling and negotiation training
- Full experience of managing a P&L
- Good working knowledge of Microsoft Excel, Word and Powerpoint

### **How to apply**

If you'd like to join our team, send us an email with your CV directly to [careers@lakesdistillery.com](mailto:careers@lakesdistillery.com). You must have eligibility to work in the UK. Please note, only suitable applicants will be contacted and incomplete CVs will not be considered.