



Overview

At The Lakes Distillery we believe in taking the lead and following our instinct. We have been distilling for only 6 years but this ethos has already resulted in us being voted number 1 of 8 distilleries to visit in the world before you die¹, to win the best distillery visitor attraction for the last three years running² and recently to be voted as one of three brands to watch in World Whisky for 2019, alongside Hibiki from Japan and Starward from Australia³.

Everything that we do at The Lakes is focused on the achievement of our vision – to create a global Single Malt Whisky brand. 2019 was a milestone year as we launched The Lakes Single Malt Whisky to a fantastic reception from the trade, and today we work in collaboration with luxury customers such as the Scarfes Bar, Claridges & The Connaught to name a few.

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 truly team effort.

Title: London Sales Manager

Reporting to: Head of On Trade

Location: Home Based (must live within London)

The Role

Key responsibilities will include:

- Driving the On trade strategy for The Lakes Distillery in the Greater London region.
- Unlocking and growing new business with premium independent outlets and premium regional groups in the On Trade.
- Managing and unlocking new opportunities with, and supporting, London based On Trade Wholesalers and the wider sales teams.
- Managing and unlocking new opportunities within the premium Independent Off Trade. Specialist channel in London, including whisky specialists and independent off licences.
- Supporting the National Account Strategy with implementation of plans.

¹ As published by World Whisky Day, March 2018

² Sprints Business, 2016,2017,2018

³ Sprit's Business, December 2018.

- Supporting new and existing customers with full year activation plans including serve strategy, training and events.
- Building relationships and collaborate with all contacts in our customers' businesses: Bar Tenders, General Managers, Buyers, Operations Managers etc.
- Collaborate with other functions namely Marketing, Supply Chain, Finance and feedback to the wider team insights that you discover from customer conversations and witnessing from competitors.

Key Competencies

- A good understanding of the On Trade key accounts and wholesalers – their business strategies and dynamics of the spirits market.
- An ability to win and nurture new business with premium On Trade operators.
- A strong network in the On Trade across London.
- 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.
- Excellent presentation skills, either to a group or one-to-one situation.
- Strong selling and negotiation skills with a track record in growing business.
- Communication and influencing skills.
- Numerate, analytical but with an ability to act with pace and urgency to convert opportunities.
- Self-sufficient but able to be part of a driven team, and coach/support other team members.
- An ability to prioritise – focussed on the big strategic wins whilst staying focussed on day-to-day customer issues.
- A passion for premium spirits and luxury brands.

Other Skills & Experience

- 3+ years-experience in a Key Account / Business Development role with a premium drinks business.
- Solid commercial background – structured selling and negotiation experience.
- Good working knowledge of Microsoft Excel, Word and Powerpoint.