



Overview

Everything that we do at The Lakes is focused on the achievement of our vision – to create a global single malt whisky brand. Since our first single malt release in 2019, we've built our UK strategy around London, the premium On Trade and the Specialist Off Trade channel.

We work with some of the best Specialist Whisky Retailers across the UK and also some fantastic retailers in the Lake District, a region which welcomes 17 million of visitors each year, and as such is a core part of our UK Sales strategy. This role will be focussed on growing our brand and sales in this independent retail channel – it's UK-wide but with a focus on our Lake District customer base.

We're focused on attracting people who share our beliefs and brand values. They're 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.

Title: Key Account Manager: Specialist Retail

Reporting to: UK Sales Director

Location: Field-Based, with travel across the UK and regular access to The Lake District

The Role

The newly created role will be responsible for the following:

- Supporting and delivering the Off Trade strategy for our growing business across the Specialist Retail customer base
- Unlocking and then growing new business with influential independent customers across the UK
- Maximising sales and brand building opportunities across our entire portfolio of whisky, gin and vodka
- Growing distribution for our brands in line with our strategy, both with our direct customer base and although through our wholesale partners
- Executing activation plans with customers, in line with brand guidelines
- Building trade advocacy by training our customer teams and representing The Lakes at trade and consumer events across the UK.



- Collaborate with other functions such as Marketing, Supply Chain and Finance and also feedback to the wider team insights that you gain from customers and observing competitor activity
- Working closely with the rest of the sales team to ensure delivery of the total UK sales strategy

This role is fundamental to our future success and as such, will have exposure to all aspects of the business – senior leadership, the distillery team and regular interaction with all members of the commercial team.

Key Competencies

- A good understanding of the independent off trade channel – our customers’ strategies and dynamics of the spirits market
- An ability to win and nurture new business with specialist retailers
- 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
- Commercially astute, with strong selling and negotiation skills with a track record in growing business
- Excellent presentation skills, either to a group or one-to-one situation
- Communication and influencing skills
- An ability to prioritise – focussed on the big strategic wins whilst staying focussed on day-to-day customer issues
- A passion for Single Malt whisky, premium spirits and luxury brands

Other Skills & Experience

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