



## 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.

Added to this, our international presence is continuing to increase, and is set to become the driver of our ambitious growth. Already working with distribution partners in markets across the globe, we now have a vacancy for an International Sales Manager to help grow sales revenue, volume, and distribution for our brands over the next 5 years. This role is key to supporting our ambitious growth agenda and will involve working with and supporting our International Sales Director within a highly motivated cross-functional team to achieve these goals.

We're building our brand in some of the key whisky markets globally, working with distribution partners who help us to deliver our objectives across all trade channels in their exclusive territories. They work with our whole award-winning portfolio, from Single Malt to Blended Whisky and white spirits, all of which you'll be responsible for.

We're focused on attracting people who share our beliefs and brand values. We're an ambitious business, have an entrepreneurial approach. To be successful, you'll be comfortable in taking the lead, operating with courage to seek out opportunities as well as passion about the role you play in growing our business.

## Job Title: International Sales Manager - Europe

Reporting to: International Sales Director

Location: Home-based, with travel across Europe and to the distillery in The Lake District.

## The Role

This newly created role will be responsible for the following:

- Delivering the commercial agenda for our growing business with our European distribution partners.
- Maximising sales and brand building opportunities across our entire portfolio of whisky, gin, vodka and liqueurs.
- Growing distribution for our brands in line with our strategy, both with our current partners, and new ones where required.
- Identifying potential new distribution partners, agreeing contractual terms and then growing business with them.
- Executing activation plans with customers in line with brand guidelines.



- Building trade advocacy by training our distributor teams and representing The Lakes at trade and consumer events across Europe when required.
- Working cross-functionally with other functions such as Marketing, Supply Chain and Finance ensuring delivery against commercial and contractual agreements as well as brand alignment.

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

- Well versed in partnering with 3rd party distribution partners in the BWS category, with a clear track record of growing long-term business.
- An ability to win and nurture new business with distributors.
- Results-focused - 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 team.
- Commercially astute, with strong selling and negotiation skills with a track record in growing business.
- Excellent presentation skills, both to groups and in one-to-one situations.
- Communication and influencing skills – both internal and external focused.
- 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

- 5+ years-experience in an internationally focused distributor management role with premium drinks businesses.
- Passion for, and knowledge of, whisky and premium spirits.
- Solid commercial background – structured selling and negotiation experience.
- Good working knowledge of Microsoft Excel, Word and PowerPoint.
- Language skills desirable.

**Salary:** Salary paid depending on experience

Applications should be sent to: [careers@lakesdistillery.com](mailto:careers@lakesdistillery.com)