



RADEMON ESTATE
SHORTCROSS[™]
S M A L L - B A T C H D I S T I L L E R Y

Title: Sales Manager

Salary: £DOE plus company car allowance plus bonus

Reporting to: Company Directors

Location: Northern Ireland – travel will be an essential part of this role.

Job description -

You will be sales focused and results driven whilst being extremely organised, commercially minded and confident. As responsibilities are varied it is critical that the candidate is able to stay on top of the workload, work effectively alone as well as part of a close-knit team.

Key Responsibilities:

- Develop and implement a robust sales strategy in line with the company objectives. • Actively identify new accounts in the on and off trade businesses with the ultimate goal of sale conversion.
- Actively identify and manage new export opportunities (wholesalers/distributors/importers) in export markets, engage with wholesalers in these new markets to build and grow sales.
- You will develop, form and nurture great working relationships with key accounts, wholesalers, distributors providing them with support when required in the form of trainings, tastings, launches and POS for their customers, you will also have the support of a brand ambassador
- Report weekly to the directors, outlining progress in terms of new account and wholesale developments and sales.
- You will conduct regular analysis of all sales activity to allow the company to tailor future campaigns to achieve maximum benefit and engagement.
- You will show ability of managing all aspects of your role within the business, with regular reports on projects and sales.
- Min 7 years in a FMCG sales role within the spirits industry and have experience of bringing new products to market.
- Have min 3 years' experience of managing team members.
- You will be required to talk confidently about Shortcross and the Rademon Estate Family of products and at times act as a spokesperson at industry, trade shows and special events including online.



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- You will conduct regular analysis of all sales activity to allow the company to tailor future campaigns to achieve maximum benefit and engagement.
- A flexible approach to working is essential as you will be required from time to time to work evenings and weekends.
- Company car allowance or Mileage allowance paid.
- Company laptop. Mobile Phone.

Please send your cv and application to sales@shortcrossgin.com