



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

Title: Brand & Sales Executive.
Salary: Up to £25,000 per annum
Reporting to: Managers and Directors.
Location: Northern Ireland

The Role

You Must Love teaching, tasting and talking all things Gin, Whiskey and Distilling.

Be passionate, proactive and outgoing.

Be commercially minded and confident with the ability to close a sale but the savvy to continually identify new sales and growth opportunities all whilst offering exceptional customer and client service.

You will actively target and engage existing and new trade customers and consumers.

You will drive awareness, grow sales and advocacy of all Rademon Estate Distillery products.

Your main responsibilities will include:

- Actively target, Engage, Educate and influence trade (off and on trade) accounts through brand activations, events and sampling activities within venues to grow sales and brand awareness.
- Route to Market Management and development
- Target and continually identify sales opportunities in new and existing trade accounts and markets.
- Support and grow sales across all existing outlets, both proactively and working with our existing distributors.
- Produce weekly and monthly reports with impeccable record keeping skills



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- Assist and participate at private and public events.
- Lead brand activations, events and sampling with our partners
- Be Ambitious with Results driven attitude, ensuring results and profit are a priority.

- Essential Criteria –

1. Minimum three years' work experience in sales, preferably with a FMCG or food and drink background.

2. Must be a strong communicator with experience of influencing, educating and/or engaging others.

3. Ability to use MS Office, digital and social media applications.

4. Third level qualification

5. Use of Own car and full clean driving licence – mileage will be payable as will expenses

6. Ability and desire to travel (domestically and internationally), sometimes at short notice

7. Build and manage spreadsheets.

8. Work independently but also part of a team

Laptop and mobile phone will be provided

Staff perks on all distillery products.

The opportunity to join a Young, but seriously ambitious team