



RADEMON ESTATE  
**SHORTCROSS**<sup>™</sup>  
S M A L L - B A T C H   D I S T I L L E R Y

**Title:** Business Development Manager

**Salary:** £DOE plus benefits.

**Reporting to:** Company Directors

**Location:** Crossgar, County Down, Northern Ireland – travel will be an essential part of this role.

**Job Description:**

Rademon Estate Distillery is looking to recruit an experienced Business Development Manager to lead the growth of sales for our portfolio of Shortcross Gin and Irish Whiskey products.

You will be passionate about the spirits category, sales focused and results driven, commercially minded and confident with the ability to readily form good external relationships with our partners.

**Key Responsibilities:**

- Develop and implement a robust sales strategy.
- Grow sales of our range of spirits in both the Gin and Irish Whiskey categories.
- Actively identify new accounts/market opportunities across the island of Ireland and United Kingdom both in the on and off trade businesses.
- 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
- Manage and develop key partnerships in both the on and off trade.
- 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.
- Management of other team members as required.
- Contribute to the company's brand building
- Preparation of sales presentations and promotional materials content.



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### **Key Requirements**

- Min 4 years in a similar role within the spirits industry and have experience of bringing new products to market.
- Have min 2 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.
- Company car allowance or Mileage allowance paid.
- Company laptop. Mobile Phone.

Please send your cv and application to [sales@shortcrossgin.com](mailto:sales@shortcrossgin.com)