

JOB DESCRIPTION FOR THE POST OF:

## CRAFT BREWING AREA SALES MANAGER – North of England

<b>RESPONSIBLE TO:</b>	<b>MALT SALES MANAGER – UK &amp; INTERNATIONAL BREWING</b>
<b>RESPONSIBLE FOR:</b>	<b>NO LINE MANAGEMENT RESPONSIBILTY</b>
<b>MINIMUM QUALIFICATIONS/EXPERIENCE:</b>	<b>Preferably minimum of two years field sales or technical role within the agri, brewing or food industry.</b>
<b>WORKING BASE:</b>	<b>This position will be home based</b>

### 1.0: MAIN OBJECTIVES

To grow sales of malt to craft breweries in the UK and manage the current portfolio of customers. To visit customer and prospective customer sites to develop new business and win new customers in order to gain sales throughout the UK. To attend various functions including some international travel and participate in promotional events to develop the reputation of the business and the product portfolio. The role will involve extensive UK travel in the North of England and may require extended periods away from home.

### 2.0: DUTIES AND RESPONSIBILITIES

1.	To proactively assist in the development and implementation of strategic business and sales plans to maintain and achieve an increase in malt sales to craft breweries in the UK.
2.	To co-ordinate and attend direct face to face customer meetings with both existing and potential customers, negotiating prices and contracts in line with the current policy and sales strategies.
3.	To understand customer requirements in order to develop new product sales and find better solutions to service customers.
4.	Work alongside the existing sales team & line manager to share important aspects of customers business, including market trends, account responsibility and technical support requirements.
5.	To liaise with internal teams (customer services, new product development, marketing, production, planning, accounts, warehouse and despatch) to ensure a co-ordinated customer focused approach is maintained at all times.
6.	To work closely with the new product development team to develop profitable new products suited to the craft brewing customer requirements.
7.	To participate in projects and initiatives to build and promote customer awareness of Muntons and its products.
8.	To ensure that any craft brewing complaints are resolved in a timely manner following the Company's complaints procedure.
9.	To produce monthly reports and Key Performance Indicators (KPIs) for presentation at company sales and board meetings.
10.	To attend industry trade functions and exhibitions.
11.	To proactively recommend improvements to customer service and general team effectiveness.

### 3.0: PRINCIPAL SKILLS

We are seeking an all-round proven sales professional with drive and energy. You will:

1. Have a history of a successful sales record with evidence of maintenance and development of accounts; or  
Have technical experience within the agri, brewing or food sectors
2. Be a competent and experienced negotiator.
3. Have a keen commercial awareness.
4. Have the ability to communicate and liaise with people at all levels, possessing professional written and verbal communication skills and well developed inter personal skills.
5. Be experienced in strategic planning, execution and contracting.
6. The ability to learn about the UK craft-brewing industry, the ingredients portfolio and how it can be used.
7. The ability to learn about malt, the technology of its manufacture and it's use in the craft brewing industry
8. Computer literacy skills – Microsoft Office and preferably some knowledge of SAP.
- 9 The ability to work as part of a team, to flexible schedules whilst simultaneously managing several projects at one time.

### 4.0: GENERAL

1. Employees and potential employees will be afforded equal opportunities irrespective of their age, disability, gender reassignment, marital or civil partnership status, pregnancy or maternity, colour, race nationality, ethnic or national origin, religion or belief, sex or sexual orientation or trade union membership or non-membership. Terms and conditions of employment afforded, decisions on recruitment, training and promotion will be made solely on the requirements of the job or such other objective criteria as are appropriate.
2. This job description sets out the major tasks associated with the stated purpose of this post. Minor tasks normally considered an integral function of this post will be undertaken and not excluded simply because they are not itemised.
3. The above represents a description of the job as it is presently constituted. It is the practice of the Company to periodically examine Job Descriptions and bring them up to date to ensure that they relate to the job being performed, or to incorporate whatever changes are being proposed. This procedure is jointly conducted by each Manager and those working directly to him/her and you will therefore be expected to participate fully in such discussions and in connection with them to rewrite your Job Description to bring it up to date if considered necessary or desirable.
4. It is the Company's aim to reach agreement on reasonable changes, but if this is not possible the Company reserves the right to insist on changes to the Job Description after consultation with you.

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