

Area Sales Manager

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| **Name of Region** | London Region |
| **Job Title:** | Area Sales Manager |
| **Reports to:** | Head of Sales |
| **Direct Reports:** | N/A |
| **Location:** | Renegade brewery |

**Purpose of role:**

To implement the company’s sales and marketing strategy for Wholesale, Independent On Trade outlets and any other channel required; to raise the brand profile delivering volume, revenue and profit targets.

**Key Role Activities / Responsibilities**

* Identify, win and secure listings for Renegade Products within Independent Free Trade and Leased and Tenanted pubs in line with the company income budget.
* In existing accounts, grow the volume by increasing range and providing them with tools to increase rate of sale. Deliver an average of 8 new accounts per month.

**THE COMPANY**

Renegade Brewery began its journey in 1995, when its founders, two avid homebrewers, pursued their passion for beer and sold their home to fund a 5-barrel brewery, in a shed behind the Pot Kiln Pub in the picturesque village of Yattendon. It’s dynamic and passionate team of brewers continuously push the boundaries of new beer flavours and styles, which has resulted in a multi award-winning and innovative range. The brewery is dedicated to using the finest quality, locally sourced ingredients.

Our main drive brands are Renegade Lager, a refreshing 4.1% lager, Brewski our famous Peach flavoured Lager and Good Old Boy our longstanding award-winning Best Bitter.

Today, it is a 35000-hectoliter state-of-the-art craft brewery with a substantial packaging facility. The company is capable of brewing and packaging all beer styles, brew sizes and formats on site. The brewhouse includes an automatic hop-dosing unit that adds hops at pre-planned stages and a Hop Back that can be packed with hops to add additional flavour and aroma, allowing for more creative styles of beer.

**Yattendon Group plc**

The Yattendon Group is a privately held group of companies owned by the Iliffe family. Through its subsidiary companies, the group operates in a range of sectors including marine leisure, property and local media. It has operations in the UK,

Europe, Canada and North America. The business has substantial assets and its vision for Yattendon Brewing Company Ltd is one of sustainable growth, cash generation and brewing excellence.



* To own your territory and be the ambassador for that area; to include mainly pubs, but to also include independent convenience stores, off licences and specialist shops such as garden centres.
* Own and develop contact matrix and relationships in trade with key customers and to ensure the most effective route to market – either direct delivery or via third party
* To work with other sales team members to deliver the income budget.
* Manage your budget and P&L, raising opportunities and risks to the Head of Sales on a weekly basis.
* Be a Brand Ambassador for Renegade in trade and attend relevant events and trade shows, networking with industry contacts to grow brand awareness.
* Weekly and Monthly Management Reporting
  + Preparation of weekly performance reports (verbal and written)
  + Preparation of monthly performance reports

# Key Skills:

* Driven
* Relationship Building and Networking
* Planning and Organising
* Presenting and Communicating Information
* Delivering Results and Meeting Customer Expectation
* Persuading and Influencing
* Commercial Understanding – Improving P&L

# You will be:

* Driven and results orientated with a desire to achieve targets (as an individual and a team)
* Sales experience in On Trade/Wholesale (or an equivalent area)
* Great inter-personal skills;
* Energetic and focused; Self motivated
* Able to present with confidence and have good communication skills with the ability to speak to others within the business, dealing with queries from external parties e.g. customers and buyers
* Team Player
* Entrepreneurial approach to overcoming obstacles
* Microsoft Office skills, in particular with Excel & PowerPoint
* Willing to throw yourself into a varied and busy role;
* Flexible in your approach to managing your workload around busy periods and key deadlines