



North Brewing Co Ltd, Regents Court, 39A Harrogate Road, Leeds, LS7 3PD

Tel: - 0113 320 0201. E-mail: - jobs@northbrewing.com

Head of Sales

Salary band:	<u>£35,000 OTE including Bonus</u>	Job type:	<u>Permanent</u>
Location:	<u>Leeds, North Yorkshire, North of England</u>	Job Posted:	25/07/18
Contact:	Christian Townsley, Founder & Director	Start-Date:	ASAP

North Brewing Co

Since launching in 2015, we have quickly established ourselves amongst the leading breweries in the country. The brewery is driven by a passion for great beer and we're built on a wealth of experiences, knowledge and existing industry relationships.

We strive to brew beer that epitomises what we believe people are looking for: big juicy flavours with tonnes of hops; fun, playful and interesting flavour combinations; classics that demonstrate an uncompromising approach to quality. And in turn, we deliver great craft beer to drinkers across the UK and beyond.

We're growing incredibly fast and our aim is to keep doubling in size each year by working with key partners in the industry. We have huge scope to expand, and the role will grow alongside the brewery!

The Role

North Brew Co has grown massively over the past 2 and a half years and is now looking to further expand in all key areas – but do it the right way.

We are recruiting for a National Sales Manager, effectively managing our trade business in both the On and Off Trade. Working with key business stakeholders to support the On & Off Trade, working with distribution partners and offering amazing customer service across our unique account base.

We're also looking for an individual who will be able to assess our current practices and sales processes – we anticipate that the first few months in the role will be supporting us with these aspects.

Reporting to Christian Townsley, Founder & Director, the key responsibilities include:

- Support and input into the Sales Strategy for North Brewing Co.
- Sales audit and review of current practices
- Grow distribution of North Brewing Co in the On and Off-Trade by targeting & gaining new accounts & groups
- Grow distribution of North Brewing Co with key wholesale partners and highlighting potential others
- Drive brand awareness of North Brewing Co in On and Off-Trade venues
- Works consultatively with Key On and Off-Trade venues to drive growth and range of beer
- Support the sales and business strategy liaising with key stakeholders in marketing, brewery, finance, logistics, bars and warehouse
- Support the business with export logistics and planning
- Support the business with brewery & stock management
- Spends at least 60% field time calling on accounts to drive North Brewing Co when in the field
- Effectively plans ahead, and has exceptional time management



North Brewing Co Ltd, Regents Court, 39A Harrogate Road, Leeds, LS7 3PD

Tel: - 0113 320 0201. E-mail: - jobs@northbrewing.com

- Actively builds and maintains network with key customers and opinion leaders within the On and Off-Trade industry
- Reviews trade revenue and margin with all stakeholders
- Supporting Trade events, networking with potential partners and customers

Essential Skills & Experience Required:

- Minimum 1-year sales experience in On and Off-Trade field sales environment
- Well connected to key figures within the On and Off-Trade either through previous work experience or personal connections
- Solid understanding of the UK Craft Beer On and Off-Trade
- An understanding of the beer export market (EU and beyond) and its processes
- Strong administrative skills and highly organised
- Demonstrable literacy and numerical skills – including industry specific skills with GP%
- Ability to work against budgets and forecasts and change focus accordingly
- Strong analytical ability and commercial acumen – not scared of spreadsheets!
- Effective negotiation and interpersonal skills
- An entrepreneurial 'can do' attitude
- Attitude to continuous learning and application of best practice
- Passionate about craft beer!
- Evidence of building effective relationships at all levels across multiple customers and executing customer business and activation plans
- Proven track record of working independently and delivering results; is self-motivated, and able to manage time and workload to optimise effectiveness

Application Process & Other Considerations:

If you haven't already, please send a covering letter and a copy of your C.V. to jobs@northbrewing.com.

All applications will be reviewed, and we will contact you directly to confirm if you have been shortlisted for the next stage of our recruitment process.

The salary is based upon a five-day Monday to Friday working week, working eight hours per day. Working hours are to be completed between 8 a.m. and 6 p.m. The successful applicant will receive 28 days holiday, including statutory holidays. The company runs an annual bonus scheme for head office team members and offers auto enrolment pension contributions over and above the minimum requirement.

First interviews will take place as soon as possible and will be with a director. Applicants who complete an impressive first interview will be invited back for a second interview alongside an additional company director.