



Job Description: Gin Peddler - Brighton Gin

We're hiring! We are looking to add an experienced UK Gin Peddler to join our fantastic team for the exciting next stage of our journey.

The title Sales Manager sounds a bit corporate to us and doesn't really reflect who we are. If you're happiest in a grey suit, this probably isn't for you.

We're on the lookout for a dynamic and entrepreneurial Gin Peddler who understands the current state and future of the craft spirits market and is able to build and maintain strong relationships with customers in order to drive volume growth with a quality product. You will come with a great little black book of contacts and a determination to firmly establish Brighton Gin as the premium gin of choice within the stronghold of the South East and help develop a national growth strategy beyond that. You will win new business and develop existing accounts, constantly winning hearts and minds of trade customers to Brighton Gin's ethos, authenticity and quality.

To be successful you will need to be enthusiastic, full of bright ideas, entrepreneurial and accountable in your approach, be a self-starter and ready to roll up your sleeves and get stuck in. If that's you, we'd love to hear from you!

To apply please send a short covering letter and CV to: sales@brightongin.com

Hours: Full-time incl. some evenings and occasional weekends

Salary: Competitive (dependent on experience) plus bonuses and benefits

Job Role:

- Responsible for driving distribution and growth of our premium gins within the on- and off-trade markets, including RTM wholesale and specialist retail accounts (individual and groups)
- Exceed sales objectives and revenue targets in line with company budget
- Manage customer databases whilst reporting on a well-constructed prospect list reflecting the growth objectives outlined in the volume targets set
- Maintain and nurture our existing customers to ensure repeat sale, volume growth increased rate of sale, brand visibility and customer satisfaction



- To quickly grow lasting and meaningful relationships with your account base
- Generating new business to build upon our existing customer base
- Identify and capitalise on opportunities in various regions and markets
- Introduce new products and seasonal brands to new and existing customers
- Feedback key knowledge of market opportunities and customer trends to the sales and production departments
- Feeding back sales data to the Operations & Production team to inform production and feed in to planning of new releases
- Commercial and additional support, including representing Brighton Gin at tastings festivals and other trade events
- Manage and report on A&P
- In-field social media posting in line with company strategy
- Ensure customers receive full support and training
- Develop and maintain a strong network of relationships in Distribution, Wholesale and Partners (e.g. mixers)
- Take ownership of growth strategy and achieving your KPIs
- Maximise both brand visibility and sales volumes, obtaining new back-bar, cocktail and speed rail listings
- Grow existing business and generate new business through strong relationship building

Skills and Experience:

Essential:

- Minimum of 3 years' direct sales experience in the drinks industry
- Highly organised at developing and retaining successful territories
- Proof of strong existing contacts within the wholesale trade including all the major distributors
- Strong commercial awareness and the ability to use commercial knowledge to increase profit and business growth
- Solid negotiation skills and proven ability to convert to sales



- Commercially sound, good working knowledge of Excel, excellent numeracy and understanding of margins
- Good IT competency, including Google Suite of apps, with ability to produce engaging presentations; comfortable using CRMs and reporting tools
- Educated to at least 'A' level standard or equivalent
- A clean and full UK driving licence is required
- Excellent communication skills and ability to build relationships at every level.
- Fluent in English
- Legal right to work in the UK

Desirable:

- Personal License
- WSET Spirits qualifications and/or other drinks-related qualifications
- Higher education
- Fluency in other languages.

Personal Qualities:

- Target-driven and motivated to get out and sell with passion
- Ability to work from your own initiative, with autonomy, accountability and purpose
- Great problem solver and ability to think on your feet.
- A passion for selling and the ability to convey your love for spirits, our brand and what we stand for.
- A positive attitude and a great sense of humour.
- A team player; someone who sees solutions, not excuses.



What We Offer:

- A friendly, fun and supportive working environment.
- Regular relevant staff training.
- Opportunities to continually broaden your knowledge and experience within a growing company.
- Travel around the UK
- A competitive pay structure with benefits:
 - Pension Scheme
 - Staff socials
 - Generous Staff discount
 - Brighton Gin bicycle!