



SALES AND COMMUNITY LEAD SOUTHERN ALBERTA

Job Overview:

The Sales and Community Lead position is responsible for increasing sales volumes in established retailers and on-premise locations, opening up new markets, assisting with distribution of product and planning/participation in brand building events.

Duties and Responsibilities:

- Sell and service entire portfolio of brands within assigned territory.
- Interact with all levels of staff and customers.
- Ongoing customer interaction from initial contact, order taking, production, delivery, and after sales contact.
- Manage a portfolio of current accounts and maximizing opportunities within an existing account base.
- Work closely with the Accounts Receivable team to keep accounts up-to-date.
- Achieve revenue & sales goals through new business opportunities and increased current account sales.
- Maintain call frequency as per company standards using dedicated CRM system.
- Attend industry trade shows / represent brands at festivals, trade shows and customer events.
- Input into the creation of marketing material and seasonal listings.
- Help contribute to company Social Media presence.
- Build & execute weekly, monthly, quarterly plans to achieve annual goals.
- This position requires the physical ability to lift up to 50lbs, loading and unloading into a vehicle and customer locations.
- Travel to meet sales and marketing needs. This territory will require monthly trips to larger centers in Southern Alberta.

Qualifications:

- A positive attitude and strong communication skills.
- Knowledge of alcohol industry and sales channels is considered an asset.
- Proven results as a Sales Professional with strong “in-person” direct selling experience.
- A working knowledge of the AGLC and CLS systems within the province.
- Past experience in brewing, manufacturing and technical sales is a strong asset.
- Must have a valid driver’s license, clean drivers abstract and Pro-Serve training.
- Strong desire for continued growth and learning.
- Ability to work in a highly organized fashion meeting deadlines, prioritizing assignments and simultaneously work on multiple tasks.

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.

Thank you for your interest; only candidates selected for an interview will be contacted.