**Position Details – Sales Manager**

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| **Location:** |  | **Reports to:** |  |
| **Direct Reports:** |  |  |  |
| **PD Last Updated:** | April 2019 |  |  |

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| **Our Organisation** |
| [insert description of your organisation – this could include vision, mission, values, strategic direction, and a description of your organisational culture] |
| **Key Responsibilities** |
| 1. Strategic leadership in the development of the organisation’s sales strategy. 2. Utilising data and insight to identify new sales lead and acquire new business in the on and off premise market. 3. Identifying innovative channels and routes to market for the organisation’s product range. 4. Leading market research and working with the Head Brewer to develop new products that will meet the consumer need. 5. Contribute to the development of the organisations overall marketing and brand strategy. 6. Overseeing a team of sales representatives and assisting them to achieve sales targets. |
| **Staff Supervision** |
| Yes (1 -10 Staff) |
| **Experience** |
| 5+ years in a sales environment in food manufacturing and grocery sectors. Beer/spirit or wine preferred.  Proficiency in financial management. |
| **Education** |
| Duty Managers Certificate (advantageous) |