Role: Regional Development Managers

Responsible To: Head of National Sales

Responsible For:

Band: Band 3

Salary/contract:

Location: Field Based

Purpose of the Role:

To maximise sales, profitability and distribution within key "routes to market" across brewers, pub co's and wholesalers within your region, as well as planned distribution drives in key geographies across the UK.

Main Activities:

Drive distribution and volume opportunity for SAB's brands within a region via key routes to market developing outlet relationships and maintaining existing business

Demonstrate a commercial balance and clear understanding ensuring the route to market is profitable and develop progressive relationships at all levels with the associated personnel of the brewer, pub co or wholesaler.

Working closely with NAM's, Trade Marketing and Customer Services, roll out key activity and brand/distribution drives with the goal of exceeding set objectives and targets. Management of SAB brands and the implementation of any NPD programme into brand mix is essential. Take responsibility for delivering the strategy, team working within the channel and support departments.

Present a highly professional sales sell-in and brand build presentation to outlet, as well as the constant development of the key relationships with AM's from brewers, pub co's and wholesale customers building the marketing initiatives to drive SAB brands while meeting the partner/customers trading needs.

Recommend & develop Sales, Marketing & Telesales initiatives as appropriate to encourage long-term stocking of the Brains brands, whilst working closely with the NAM's and managing promotional costs within agreed budget or initiative funds.

Lead the development of superior customer service support, taking 'ownership' of the total service package from all departments, and continuously initiating suggestions to improve customer service where appropriate.

Develop and maintain the National Sales database. Allowing planned prospect drives focusing on key geographies in England along with managing your region data.

Ensure the company's credit management policy is adhered to at all times, effectively managing the collection of cash and reducing overdue balances.

Skills and abilities

Technical Skills

- Strong marketing skills, with particular understanding of Brand Focus and Trade Marketing tactics.
- Clear P & L focus and management.
- Strong selling, demonstrating diverse negotiating and first class presentation skills.
- Commercial ability and focus to allow balanced commercial decisions.
- Business Planning, including a strategic understanding.

Managerial Skills

- Take ownership and responsibility.
- Implementation and resource planning.
- Strong inter-personal and communication skills.
- Ability to 'make things happen' and to achieve objectives.
- Understanding of people and organisations and 'how to influence'.

Behavioural Skills

- Passionate 'Customer Service Ethic'
- Highly proactive – anticipates issues and opportunities and acts.
- Strong team-worker
- Shares skills, ideas and successes to mutual benefit.
- Challenges the business and senior management positively and constructively

Experience

- At least 2 years sales experience ideally within National Sales.

Knowledge

- Selling skills
- Computer skills in Excel and PowerPoint.
- Financially aware

Training and qualifications

- Graduate calibre

Closing date for Applications Friday 7th December 2012