**Regional Sales Manager (South East and London)**

**West Berkshire Brewery Background**

The West Berkshire Brewery (WBB) was founded in 1995 as one of the first in the new wave of micro-breweries. The Company started life as a family run business founded by David and Helen Maggs.

In 2013 David Bruce, an industry veteran and founder of Firkin Pubs, joined the company as Executive Chairman, appointed a new Board and the Company embarked upon an ambitious and multi-faceted business plan.

By the summer of 2018, the Company has raised over £9m in capital, raised under the Enterprise Investment Scheme, and has used this equity to pursue its strategic goals of building a brand-new brewery complete with a dual canning and bottling facility; strengthening its Sales and Marketing teams and purchased a leasehold urban pub.

The Company is continuing to raise funds to establish sister freehold pub companies to add profitability and profile to the brands.

This is a period of fast and transformational change for the Company as WBB establishes a new outsourced packaging business; moves into its new site and completes the installation of one of the pre-eminent micro-breweries in the UK; continues to grow beer sales at home and abroad; and looks to quickly build a pub estate.

The Company has defined its sales and marketing strategy and is looking to recruit a senior sales person to implement this strategy and help drive growth.

This is an exciting phase of the Company’s development and to help build and establish processes and controls that will lead to enhanced scalability, the Company is looking to recruit a Regional Sales Manager to support the Head of Sales and manage the Independent Free Trade (IFT) On-Trade Sales team.

You will be joining an entrepreneurial team who are passionate about their business and about their products and work hard for one another.

**Location:** London and South East based in field with specific time at brewery and as required to meet demands of role. Field based/ min.1 day a week in office

**Reports to:** Head of Sales

**Direct Reports:** 3 x Area Sales Managers, 3 x Territory Development Executives

**Contract:** Full Time Mon – Fri, 8 - 5pm including lunch and flexibility required to fulfil role demands and support wider WBB team

**Purpose of role:** To support the Head of Sales by motivating and coaching the sales team to implement the company’s sales and brand strategies; to drive volume sales and to raise brand profile and awareness

**Key Role activities / responsibilities**

Line manage an On-Trade team of Area Sales Managers and Territory Development Executives by setting KPI’s and a measurement processes and ensuring on going team personal development plans are in place

Coach and develop the individual team members, ensuring they have the tools and training to be able to win in the marketplace (ahead of our competition).

To feed back any training needs of the team to the Head of Sales to ensure we are equipped to excel with our customers.

To ensure the team are utilising the WBB system daily, OBeer, to track number of calls, orders, opportunities and wins.

To address any performance concerns promptly and in line with WBB policies.

Be the Brand Ambassador for WBB in trade and attend relevant category events and trade shows and network with industry contacts to grow brand awareness

Work with Marketing Manager to develop appropriate sales tools and activations that drive the on-trade channel and customer plans

Management of sales team including:

* Collaborative working with the Marketing Manager
* The setting and monitoring of relevant and SMART Key Performance Indicators
* Motivate and train the sales team to ensure effectiveness in role and in the market

Weekly and Monthly Management Reporting

* + Preparation of weekly management information reports to ensure the Head of Sales is informed of team wins and opportunities
  + Management of On Trade month end sales reports

**You will be:**

* Proven in On Trade and RTM sales management
* Skilled in sales negotiations
* An excellent line-manager with great inter-personal skills;
* Ability to coach sales people with a variety of skills and background
* Energetic and focused;
* Highly Commercial and able to present with confidence
* Entrepreneurial approach to overcome obstacles
* Highly intelligent and analytical, with high motivational and interpersonal skills.
* Driven and results orientated with a desire to achieve;
* A problem solver with great attention to detail;
* Good communication skills with the ability to speak to others in the business at all levels and deal with queries from external parties e.g. suppliers;
* Microsoft Office skills, in particular with Excel & PowerPoint
* Willing to throw yourself into a varied and busy role;
* Flexible in your approach to managing your workload around busy periods and key deadlines;

**Salary and Benefits**

* Training and development, supporting your career pathway
* Competitive salary, generous bonus scheme
* A great place to come to work every day, a beautiful brewery in the Berkshire countryside.