**Territory Development Executive**

**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 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 **Territory Development Executive** to grow the WBB brand within the On Trade.

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

**The WBB Personality**

We all have individual personalities but, as a company, how do we want to be seen? Our company/brand personality helps define the way we behave and communicate. It includes 4 key characteristics and we encourage our employees to display these both internally and externally.

* Straightforward
* Idiosyncratic
* Positive
* Driven

**Location:** Field based - with specific time at brewery as required to meet demands of role.

(Minimum of 2 days a month in office)

**Reports to:** Regional Sales Manager

**Direct Reports:** None

**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 Regional Sales Manager by implementing the company’s sales and brand strategies; to raise brand profile and awareness with customers and consumers; to educate publicans and staff on how to achieve the perfect serve 100% of the time.

**Key Role activities / Responsibilities**

Be a Brand Ambassador for WBB in trade and attend relevant events and trade shows, networking with industry contacts to grow brand awareness.

Support the Area Sales Managers with key activities and events (as and when required) in order to drive awareness and availability of the WBB portfolio.

Educate staff in key accounts on the perfect serve.

Be aware of and feed back to the Regional Sales Manager the appropriate sales tools which drive the On Trade channel, both WBB’s and competitors.

Identify, win and secure listings for WBB Products within Independent Free Trade and Leased and Tenanted pubs in line with the channel strategy.

**Key Skills:**

* Relationship Building and Networking
* Planning and Organising
* Presenting and Communicating Information
* Delivering Results and Meeting Customer Expectation
* Persuading and Influencing

**You will be:**

* Driven and results orientated with a desire to achieve (as an individual and a team)
* Great inter-personal skills;
* Energetic and focussed; Self motivated
* Have a desire to progress and have a successful career in Sales Account Management
* Have good communication skills with the ability to speak to others within the business, dealing with queries from external parties e.g. customers and WBB staff
* Team Player
* Entrepreneurial approach to overcoming obstacles
* 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:**

* Competitive salary, bonus scheme, pension and car allowance
* Laptop and mobile phone provided
* Training and development, supporting your individual career pathway
* A great place to come to work and be proud of; a beautiful brewery in the Berkshire countryside.