

Job Title	Head of Sales UK
Job Purpose	A brilliant sales doer, you will own the development and successful execution of our commercial plan across our team and customers, seeking to capitalise on all opportunities to increase sales as well as market share. This role forms part of our leadership team, so you will have an important role in helping the founders and board shape the direction of the business both in the short and long term, helping us help the world drink better while doing our best for the planet!

Key	Our customers & distribution partners	
Relationships	Our commercial team – sales & marketing	
	• Founders	
	Finance team	
	Operations & distillery team	
Reports to	The founders Tom Warner and Tina Warner-Keogh, with Tina as a primary contact	

Key Performance Indicators

- 1) Delivery of UK business plan including volume, value and margin
- 2) Delivery of commercial plan for UK ROS, Distribution, Activation
- 3) Operating as a "United in Spirit" leader you are **Real**, you know that **Together we Achieve More** and you **Act Like a Founder** helping us to become an ACE team (Aligned, Capable & Empowered)
- 4) Develop high-quality relationships, both internal and external to create sustainable, profitable growth

Key Accountabilities and Responsibilities

- Responsible for the UK commercial P&L which requires working at both a strategic & operational level. The role will operate across both the on and off-trade channels as well as online & owned ecommerce and will work in lock step with our International and Marketing teams.
- Customer first: Our people come first and our customer leads this as without them we would not exist, alongside our founders and with Tom Warner as your lead brand ambassador you will nurture and develop critical existing and new relationships with our customers and distributors across the UK, driving collaboration, support and commercial results to ensure that our portfolio of brands continue to secure a disproportionate share of shelf/backbar/menu and beyond.
- Win in the On-Trade: Nurture and build our brilliant on-trade business back to pre-pandemic success levels. In conjunction with our distributor partners drive all the love from our farm into our brilliant customer relationships across regional and national on-trade groups and IFT, which are at the beating heart of our business.
- Win in Grocery: A critical channel to drive scale and brand presence, maintain & strengthen our
 position in National Prestige and Grocery where we are just beginning to establish a healthy
 presence.
- On-line, ecommerce and 3rd party: help us build upon the great foundations for growth in this channel
- **Build and win New Pipeline**: Identify and attack white space and key areas of opportunity by channel and regionally across the UK.



- **Pricing & promotions strategy:** help us refine and develop across channels to maximise contribution & consistency.
- Market insight driven: Drive our solution selling approach, listening and learning our customers' needs to help drive our epic innovation platform & delight customers to drive business growth.
- **People Responsibility:** Lead, inspire and coach a small team that are passionate and capable brand advocates, working in lock step with our marketing team to deliver true business and customer success. Maintain and build our entrepreneurial, engaged and dedicated 'United in Spirit' culture within the sales team and across the business.
- **Report on and drive KPIs**: Reinvigorate our CRM system driving customer action & sales wins for business and customer relationship maximisation.
- **Epic drinks:** Support and uphold our commitment to the best quality and highest safety standards of both our products as well as our sites and operations.
- Live our values to be "United in Spirit" as a team and helping us strive to "Do the Right Thing" as a business, putting people and planet alongside profit.
- **United in Spirit:** Support and adhere to our commitment to providing an environment where everyone can be their authentic self and flourish, regardless of beliefs, characteristics, background, or preferences and without any bias. We are one team. We are all equal. We are United in Spirit.

Key Post Holder Requirements

- Proven experience of sales growth at a senior level in the BWS industry with a strong base of commercial experience and network in all channels.
- Minimum 3+ years senior level on-trade experience (Head of on-trade or equivalent).
- The ability to instil energy and confidence, driving incremental business opportunities and momentum by taking our 'Act Like a Founder' approach with an Impact vs. Ease of execution filter – driving focus, action, and results.
- Strong team leadership experience: you'll be driving ACE (alignment, capability and empowerment) in your team, with high levels of commercial curiosity & desire to continually improve yourself and our team.
- Entrepreneurial, problem solving, action oriented with a customer centric approach.
- Possess the skills, experience and desire to be both strategic as well as hands on to drive success; not just setting the plan but driving the action and managing delivery against it. We are a team a team of doers, not managers!
- Excellent networker and a natural leader with powerful communication, emotional intelligence and influencing skills.
- Strong team player with the ability to build strong and lasting relationships across the business, there are no ivory towers on the farm just hard work, muddy hands, warm hearts, and the positive can-do passion to succeed.
- Progressive, forward thinker; able to spot trends and act to ensure competitive advantage.
- Attention to detail and follow through on actions.
- We remain an entrepreneurial founder-led business, so there's a requirement for a flexible approach to working in an exciting and fast-moving environment.

Demonstrable Experience	Demonstrable Knowledge	
Significant commercial management	Drinks industry knowledge is essential	
experience, ideally in FMCG/CPG with a	Regional & national on-trade knowledge	
large portion of that time in the on-trade	and relationships are essential	
	Route to Market channel	



- Ideally having start up and growth business experience where enabling space for curiosity, innovation and quick but considered decision making to drive forward momentum is critical. Some structured business environment experience is helpful.
- Build and execution of strategy and joint business plans with national customers.
- Budgeting, forecasting, costings and commercial planning.
- Management of third-party distributors
- Management of defensible pricing strategy

 Successful commercial delivery of through the line campaigns

Professional / Technical Qualifications

- WSET Qualification preferable (but not essential)
- Preferably educated to degree level (but not essential)
- Full driving licence

Special Factors / Unusual Features of The Job

- Requires occasional weekend and evening working to support physical and virtual events
- Hybrid working between field, head office in Northamptonshire and home
- Nationally mobile