

Off-trade Sales Manager

black—lines

Who are we & what do we do?

Black Lines is a London-based company who focus on producing bottled and on tap cocktails. Over the last 6 years, we have established ourselves as a fast growing, disruptive business in the drinks industry with a strong, dedicated team of 14 people that spans Production, Operations, Finance, Marketing & Sales. We manufacture everything in house in our factory in Tottenham, London and focus heavily on quality and innovation.

As a result, we have partnered with a number of top venues and retailers across the UK, including Selfridges, Whole Foods Market, The Standard Hotel, Boxpark, Nobu, Megan's Restaurants, Stonegate Pubs and more.

Key Information

- £37K – £52K Base Salary + Annual company-wide performance-based bonus.
- Location: Hybrid – WeWork Holborn / WFH / Remote.
- Suggested working hours: 09:00-18:00, Monday to Friday.
- Reporting directly into Co-Founder, Kuleen Khimasia.
- Start date: as soon as we've found our dream candidate.
- **Apply by sending your CV and cover letter to people@blacklinesdrinks.com.**

Benefits

- 25 days paid holiday (+ bank/public holidays).
- Flexible working hours.
- Commitment to continual training and development in relevant areas (e.g. WSET, Excel, leadership etc).
- 6 bottles per month free allowance for all team members.
- GymPass (discounted access to Gyms and Fitness Facilities).
- Cycle to Work scheme.
- Regular team socials.
- Impromptu festival/event tickets.

Who are we looking for?

We are looking for an individual who is a hungry self-starter, is looking to join an agile, focused team and is excited to take on responsibility in their role. We encourage people of all backgrounds and experience levels to apply. The following skills and attributes are desirable:

- 3-5 years of sales experience in a high growth food or drink business.
- Experience taking on full P&L accountability and working with multiple retailers/key off-trade channels.
- Highly competent using Microsoft Office Suite and technical reporting tools.
- Experience of identifying and engaging with key buyers, decisionmakers, category managers.
- Confident building and nurturing strong relationships with customers of all sizes.
- Clear and competent negotiator.
- Diligent, organised and understanding of the value of reporting and target tracking.
- Creative and persistent problem solver.
- Confident, articulate, personable and ambitious.
- Clear communicator, team player and natural leader
- Desire to be part of a disruptive, fast-growing business and team.

Role Responsibilities

The role will form a key part of our core Sales team, working alongside the management team to help develop and deliver our sales strategy. Responsibilities will be broad and varied and cover both the on- and off-trade, but focused around the below:

- Full off-trade P&L accountability and budget management.
- Creation and execution of a strategy to cover off-trade sales channels including grocery, fast delivery, corporate sales and private and public events.
- Generation and conversion of key leads in the above sectors with key targets to include Ocado, Majestic, Gorillas, event catering, festival and corporate customers, among others.
- Account management of new and existing customers, including travelling to build relationships in-person.
- Clear and regular reporting of targets, leads and sales performance to the wider business.
- Execution of BL-led events and activations within wider public events.