

Sales Assistant



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

- £25K - £35K Base Salary + Annual company-wide performance-based bonus.
- Location: Location: Hybrid – WeWork Holborn / WFH / Remote.
- Suggested working hours: 09:00-18:00, Monday to Friday.
- Reporting directly into On-trade Sales Manager, Morgan Ward.
- 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:

- Keen interest in food and drink.
- Confident, articulate, personable and ambitious.
- Creative and persistent problem solver.
- Passion for building and nurturing strong relationships.
- Keen for exposure to a variety of sectors within the business.
- Clear communicator and team player.
- Diligent, organised and understanding of the value of reporting and targets.
- Interest in brand value and the relationship between sales and marketing.
- Competence using Microsoft Office Suite and technical reporting tools.
- Desire to be part of a disruptive, fast-paced business.

Role Responsibilities

The role will form a key part of our core Sales team, working within the 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:

- Support the two Sales Managers with delivery of ongoing sales strategy.
- On- and off-trade lead generation and conversion.
- Management and conversion of inbound sales leads.
- Account management of new and existing customers, including travelling to build relationships in-person.
- Target tracking and performance reporting.
- Execution of events/activations.