



On Trade Sales Manager (Yorkshire)

Job Description:

Reporting directly into the Regional Sales Manager (North), the Sales Manager will secure the distribution, availability and visibility of Hofmeister beer, uphold perfect beer quality and execution standards in the trade and be responsible for continuous volume growth in Yorkshire, focused on the region in and around Leeds, Sheffield, and York.

What we're looking for:

1. Be the Face of Hof in Yorkshire

- Live and breathe the on-trade environment
- Demonstrate 'Do it now' attitude and ensure we are delivering immaculate levels of service to our customers
- Engage key consumers through innovative activation that differentiates Hofmeister from other beers

2. Planning & Drive for Results

- Work efficiently and effectively to identify, win and protect distribution in Yorkshire
- Ensure correct positioning of the Hofmeister brand and beer portfolio in Yorkshire
- Consistently achieve (and exceed!) distribution, revenue and brand execution targets

3. Team

- Work effectively and efficiently cross-functionally beyond the sales structure with marketing, operations, customer services and with the senior leadership team
- Be an active member of the sales team. Support others and share practice for wider ongoing success.

4. Negotiation & Customer Management

- Negotiate and implement commercial partnership agreements
- Fulfil of all reporting deadlines

5. On-Trade Marketing

- Maintain and utilise tools appropriately (Point of sale materials) to drive growth
- Engage and differentiate the Hofmeister brand through innovative support to deliver the on-trade vision of bringing added value to our customers



6. Brand Execution

- Perfect Quality: Ensure Hofmeister consumers enjoy a world-class quality when drinking our beer
- Perfect Serve: Ensure Hofmeister beer is served cold and in branded glassware when given to consumer
- Perfect Visibility: Ensure perfect visibility in order to optimise sales
- Right Price: Encourage the optimum price for Hofmeister beer to add maximum value to our customers

Experience:

- A proven track record of consistently delivering/exceeding sales and distribution
- Outstanding local market knowledge, contacts and experience in 'the trade'

Knowledge & Skills:

- Good communication skills, ability to manage and cultivate good relationships
- Negotiation and objection handling skills. Has a good understanding of commercial maths
- Trade-savvy, committed and passionate
- Must be proficient in Microsoft Office (Word, Excel, Power Point, etc.)
- Solution oriented and "Do-it-now" attitude
- Strong personality, presence, work ethic, style, persistence, reliability, self-awareness, sociability, self-motivation and ambitious
- Able to manage time and workload to optimize effectiveness and efficiency

About Hofmeister

The Hofmeister Brewing Company is a young, fast-growing company with big ambition. We think the time is right for a Bavarian-brewed lager, winner of multiple prestigious awards, to take its place on the bars of premium hospitality venues up and down the country.

The story behind the Hofmeister brand relaunch is impressive; two friends bought the brand from Heineken, relaunching it as a super-premium imported lager in 2017. Then in 2018 it was voted, by IWSC, as the Best Lager in the World!

We are a small, tight knit, professional, and experienced team at Hofmeister who all have the same ambition and vision; we are now looking for like-minded people to join us on this exciting journey to put Hofmeister back on the map and into great hospitality venues across the UK; it will be a lot of fun. Come and join us!