



JOB DESCRIPTION

TITLE: Regional Manager – Chicago & Michigan
DEPARTMENT: Sales
LOCATION: Field
REPORTS TO: VP Sales
FLSA: Exempt
CLASSIFICATION: Full Time

I. POSITION SUMMARY:

The Regional Manager must possess a great passion for the Jones Soda & Lemoncocco brands and will be entirely focused on efforts to maximize distribution of Jones products to new retail accounts in the independent and convenience store channels in the assigned territory within the Distributor Partner Network.

Reporting directly to the VP Sales, the Regional Manager must present himself/herself professionally, must have strong communication and presentation skills and be experienced in setting and accomplishing sales goals with distributor sales teams and retail partners.

II. ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Focus on building distribution of core Jones Soda (bottles and fountain) and Lemoncocco by securing NEW accounts in the grocery chain channel and the independent channel, to include grocery, convenience, and food-service (QSR chains and independent accounts).
2. Ensure optimum shelf positioning and conditions with high visibility and multiple facings.
3. Secure advantageous cold and warm availability of Jones Soda products.
4. Secure/build/merchandise displays in high traffic locations, including rack and cooler management.
5. Maximize point-of sale signage in all possible locations, including shelves, displays, and coolers.
6. Develop strong relationships with key store owners/management and their decision makers.
7. Maintain a high frequency of calls per cycle, per retailer, and leverage strong working relationships with retail decision makers, resulting in customer support of sales and merchandising plans with all assigned accounts.
8. Manage Distributor relations within territory.
9. Actively participate in Distributor “ride-withs” and retail visits as needed.
10. Provide consistent weekly and monthly territory reporting by account.



III. SPECIAL KNOWLEDGE, SKILLS, ABILITIES, TRAINING OR SPECIAL LICENSES/CERTIFICATIONS NEEDED TO PERFORM YOUR JOB:

- Minimum 3 years sales experience in consumer goods, preferably non-alcoholic beverage
- Strong written and verbal communication skills
- Proficient with Microsoft Office (PowerPoint, Word and Excel)
- High sense of urgency, proactive, positive, outgoing, competitive, resilient and flexible
- Attention to detail, strong analytical and organizational skills
- Results-oriented and self-motivated

IV. EDUCATION / EXPERIENCE:

Education

Minimum: High School diploma

Preferred: Bachelor's degree

Experience

Minimum: 5 years of work experience

Preferred: Experience with consumer goods and retail sales

Preferred: Beverage Experience

V. LIST SPECIAL JOB OR ENVIRONMENTAL CONDITIONS:

- Travel within territory: 90% Field Level (Retail-in-Store) within a specific territory that would require occasional overnight travel.

VI. OTHER PHYSICAL AND/OR SPECIAL REQUIREMENTS ABOUT YOUR JOB:

- Must be authorized to work in the US without sponsorship
- Moving/lifting items & boxes (up to 50 lbs)
- Ability to perform physically demanding tasks including building large displays, carrying cases out of back room storage, merchandising POS & racks
- Must have dependable transportation and current drivers license
- Must have the ability to work flexible schedules

This job description reflects the present requirements of the position. As duties and responsibilities change and develop, the job description will be reviewed and subject to amendment.