



Picky Bars - Director of Sales

Want to work in a fun, dynamic, fast paced, work hard play hard environment in one of the most beautiful and active outdoor towns in the world? Join us at Picky Bars! The Director of Sales will work closely with the Picky Bars Leadership Team to develop and implement retail sales strategies to take Picky Bars to the next level. The new Picky Crew member will be personable, analytical, detail oriented, organized, creative, self motivated, athletically focused, and passionate about helping Picky Bars grow. You will be psyched to work collaboratively, be challenged and learn new things in a dynamic environment. We're excited to engage with a pool of candidates that reflects the diversity of the communities we serve.

Below is our best guess at what you'll focus on to start. But startup life is dynamic, and your ability to learn new skills as the company's needs evolve is the most important quality you bring to the table.

Duties

- Develop and implement strategic sales plan to grow Picky Bars retail presence while maintaining brand, operational, and financial integrity.
- Establish sales objectives by forecasting and developing annual sales channel quotas; create and manage annual budget; project expected sales volume and profit for existing and new products.
- Manage existing relationships with distributors, brokers, retailers, and other outside agencies.
- Manage independent sales rep team; provide reporting, feedback, and incentives to drive growth
- Identify and develop wholesale opportunities in grocery, mass, and sports specialty channels.
- Manage one part-time Sales Specialist employee, hire and train additional staff as needed.
- Manage sales systems to efficiently support channel growth, including CRM and EDI.
- Oversee and execute select trade shows to support retailers across sports specialty and grocery.
- Deliver and analyze key metrics and reporting to CEO that track success and failures of implemented sales plans with suggested improvements and action items.
- Work with marketing / creative to develop and execute retailer marketing & merchandising.

Skills & Experience

- Bachelor's and 5-8 years experience in sales for a CPG brand, ideally in food/bev/sports product
- Has developed and managed national and regional retailers, including brokers and distributors.
- Ability to evaluate qualitative and quantitative data, present results in clear terms and create strategies based on information gleaned from analysis.
- Experience managing budgets and proven record of producing a healthy return on investment.
- Ideally, a network of contacts in the food and beverage, sports, health, and wellness industries.
- Excellent verbal and written communication skills. Proficient in Excel and/or Google Spreadsheets; experience with Quickbooks, CRM platforms, and Shopify eCommerce a plus.

Picky Bars & Startup Life

- You will be asked to fill in for others and complete a variety of tasks that may not be related to your specific role. Be flexible and ready to change directions at any time.
- Play a big part in building something great, have fun while doing so.
- Above all else, Picky Bars rewards hard work, quick learning, and initiative. If you take on all the assigned tasks and do them well, your role will grow quickly here.

Compensation

- This is a full-time (40-50 hours/week) position, based in Bend, OR, the greatest place on Earth!
- Salary / incentives will be based on experience, but include full health/dental/vision insurance.
- We support a flexible work schedule to fit in your daily workout/adventure/time away.
- You'll get lots of Picky Bars, Oats, Granola, schwag, and access to all sorts of industry pro-deals.
- Interested? Email resume and cover letter to sales@pickybars.com.