

## Area Sales Manager – New England

Stoneface Brewing Company is seeking an enthusiastic sales person to represent and grow the brand. The ideal candidate is a personable, energetic craft beer fan with some working knowledge of the marketplace and a killer work ethic. This role is based out of the brewery (Newington, NH), but spends about 75-80% of their week on the road across New England.

*Think you're the right fit? Read on and send your resume and cover letter to the email address below.*

### **Responsibilities:**

- **Sales activities**
  - Market planning - develop the market plan for both on & off premise along with Director of Sales, and execute alongside Brand Ambassadors
  - Grow the business - grow current account base and seek to develop new accounts, with a focus on key/anchor accounts
- **Wholesaler relations**
  - Go to market strategy – work with Director of Sales and wholesaler teams to develop; execute and track the market plans
  - Wholesaler education & communication -- function as the day to day liaison for wholesaler craft teams and team leaders, conduct brand education initiatives, present at sales meetings, and sit in on meetings with wholesaler management
- **Brand awareness**
  - Retailer relations – develop business relationships with larger account decision makers
  - Brand education – educate retailers and retailer staff, as well as different levels of the wholesaler organization
  - Market visibility – increase velocity by increasing visibility in the right accounts
  - Consumer engagement -- coordinate and execute key events
- **Administrative duties**
  - Track, summarize, and report sales activities, goals, data, budget tracker, and market feedback
  - Market program execution
  - Wholesaler communication

### **Requirements:**

- Passion for beer and knowledge of the brewing process and styles
- Highly self-motivated and able to work autonomously
- Willingness to work unconventional hours, including night and weekend events, and ability to travel
- 4+ years beer or related industry experience / working knowledge of the craft beer industry and wholesaler operations
- Proficiency in Microsoft Office (excel, powerpoint) required
- Clean driving record; clean, reliable personal vehicle; and ability to travel
- Must be able to move up to 50 lbs and sit/stand/walk for extended periods of time
- Ability to consume responsibly
- 21+ years of age

### **Qualifications:**

- Strong written and oral communication skills and outgoing personality
- Strong work ethic, organizational skills, and problem solving / analytical skills
- Ability to navigate a fast paced, diverse work environment, and adapt
- Cicerone certification a plus
- Proficiency in iDig a plus

### **Compensation:**

- Base salary
- Trimester bonus plan based on sales growth and objectives
- Paid company phone
- Mileage reimbursement
- Paid vacation
- Company paid health insurance with access to group dental & vision
- Beer allowance

### **Reports to: Director of Sales**

**Submit Resume & Cover Letter to: [Jobs@StonefaceBrewing.com](mailto:Jobs@StonefaceBrewing.com)**