

# Sales Manager Job Description

The main objective of our Sales and Marketing Manager is to ensure that our brewery's sales goals are met. They achieve this objective by creating and executing marketing strategies and sales plans. They are also responsible for organizing advertising campaigns, managing sales staff, organizing promotional events and discovering new sales opportunities.

The sales and marketing manager is a very senior role, working alongside the other Managers. They report directly to the Chief Operating Officer.

They are often considered the "brand ambassador" of a brewery. Their extensive sales and marketing experience allows them to promote the Company's brands in the best ways possible.

The sales and marketing manager will be responsible for advertising, promotions and marketing budgets. They will develop various sales and marketing campaigns with a keen eye on the budget and return on investment.

The role involves the supervision of a variety of staff which may include sales executives, events coordinators, marketing and logistics staff. They will also interact with various external service providers including advertising agencies and various consultants.

## Sales and Marketing Manager – Responsibilities

The key responsibilities for the Sales and Marketing Manager include:

- Develop a sales plan for our products including beer, cider, seltzer and kefir– They must develop a comprehensive sales plan with: marketing strategies for each product line, customer demographic analysis, sales forecasts, and growth strategies. The sales plan will also examine pricing structure, revenue goals, sales locations, customer retention strategies, advertising avenues, and sales team activities.
- Create sales strategies – The sales strategies, when executed, will position the brewery's brand in the market.
- Create sales forecasts – The sales and marketing manager must create and keep up-to-date forecasts to ensure that production and other departments are in alignment.
- Manage sales and promotional events – Our brewery will occasionally run sales and promotional events in-house or at trade shows. The Sales and Marketing Manager must ensure these events are well-run and promote the brewery in the best way possible.
- Develop relationships with key customers – Relationships are very important in our industry. The Sales and Marketing Manager must develop relationships with key accounts and customers to sell more products and ensure they all remain happy.
- Analyse customer demographics and market trends – The Sales and Marketing Manager will analyze the demographics of both current and prospective customers. This information will

be used for developing market strategies and new products. They will also analyze market trends to identify which kinds of products will be popular in the future.

- Research competitors – Competitor knowledge helps the brewery to develop products that are correctly promoted and priced to succeed in the marketplace. The Sales and Marketing Manager must investigate and analyze competitors to identify new sales opportunities for the brewery.
- Present sales reports to senior management – They must present sales and marketing reports to upper management. These reports will range from marketing plans through to detailed sales analysis reports.
- Design and distribute marketing materials – They will work in conjunction with the sales and marketing teams to produce advertising and marketing materials. The sales and marketing manager may also be required to work with third-party advertising agencies. Once a plan for promotional materials has been developed, they must ensure it is correctly executed.
- Supervise other staff – The Sales and Marketing Manager works closely with the sales and marketing team at the brewery. They must ensure that the staff is working productively to generate sales and develop marketing strategies.

## **Education**

They should have a Bachelor's degree in marketing or business. Ideally, though not required, they will have experience and qualifications relating to the brewing industry.

## **Experience**

Ideally, the sales and marketing manager will have:

- Experience in managing people – The Sales and Marketing Manager must have experience in organizing a team, delegating responsibility and assigning staff to roles.
- Experience in planning marketing campaigns – Previous experience in creating marketing campaigns from planning through to implementation.
- Sales experience – They should be an experienced sales executive who has worked at many different levels in the food and beverage industry.
- Sales report experience – A great deal of the sales and marketing manager's time is spent preparing sales reports, researching markets and analyzing customer
- Experience in the beer industry – Ideally, they should have a number of years working in the industry and a thorough understanding of how to market and sell beer.

## **Skills**

- Very high-level written and communication skills
- Public speaking skills

- Very personable and capable of persuading people
- Excellent sales and negotiation skills
- Team management and leadership skills, ability to motivate staff
- An innovative and creative person
- High level IT and report preparation skills
- Ability to work under pressure

