

POACHERS

PREMIUM IRISH MIXERS

About Poachers Drinks

- Poachers Drinks is one of Ireland's fastest growing and exciting drinks brand.
- The company produces a range of natural premium natural drinks using unique Irish ingredients.
- The company operates in both domestic and international export markets.
- It is the first premium drinks company to provide an imaginative, stylish and uniquely Irish drinks partner for the fast growing premium spirits industry.

Sales Manager

We are looking for an ambitious, driven and committed Sales Manager to drive sales for the Poachers Brand. Your primary responsibility is to increase sales and develop new customer relationships.

You will manage our current BAs, and report directly to the Senior Management Team.

Key Responsibilities

1. Work with the senior management team on the creation and execution of commercial strategy.
2. Grow the awareness of Poachers products with the trade, our coming retail proposition and current retail and distillery clients.
3. Manage the regional Brand Ambassadors team.
4. Create, define and execute sales reporting structures, processes and budget management.
5. Achieve and exceed sales targets – you must meet quarterly sales targets set by the senior management team.
6. Generate commercial sales plans that are aligned with the long-term strategy of the Company.
7. Create sales plans targeting different regions that align with the Company's objectives.
8. Build and maintain long lasting client relationships, working with them to ensure all needs are met by the business.
9. Manage senior relationships across the trade, distribution, distillery and retail networks.
10. Identify and develop emerging market opportunities for Poachers trade and new retail propositions.
11. Manage and develop export relationships.

Knowledge and Skills:

- Deep understanding of what is important to customers and their consumers.
- Knows what is happening on the ground and has existing relationships with key influencers in the industry.
- Excellent sales and negotiating skills.
- Ability to lead and inspire a team.
- Knows how to drive growth across on-trade and/or off-trade.
- High level relationship management skills.
- Excellent interpersonal skills.

Essential attributes:

- Reliable and trustworthy.
- A self-starter, always looking for opportunities to drive sales of the Poachers brand.
- Can build and sustain trust with others through real relationships.
- Can provide succinct and timely feedback to Head Office.

Experience:

- Sales experience within the drinks industry essential.
- Experience of managing and setting budgets.
- Previous experience in sales consistently meeting or exceeding targets.
- Team management experience desirable.
- Good working knowledge of Microsoft Office, Excel, Powerpoint.
- Extensive knowledge of the drinks industry.

- Degree in business or related field.

A full clean licence is essential and you must be willing to work unsocial hours as the role may demand (nights and/or some weekends) You also must be willing to travel to all parts of the island of Ireland as needed and be able to create and stick to a journey plan, optimising time in the field.

Remuneration:

- Competitive Salary + Performance Related Bonuses
- 21 Days Holidays
- Development Opportunities

To Apply:

1. Send a CV and a short covering letter (500 words max) outlining why you would be perfect for this role.
2. Please email the above to recruiting@poachersdrinks.com by Friday 10th February.