

## **Brand Promoter**

### **Stillmank Brewing Company, Green Bay, WI**



Part or Full Time, with commission opportunity

### **Brand Promoter Summary**

This promoter position includes engaging customers in both on and off premise locations and through our distributors with regard to the full spectrum of our brand portfolio. The Brand Promoter will increase sales through brand awareness, expand distribution channels with our distributors and build strong relationships with key accounts.

### **Essential Functions and Responsibilities**

- Successfully increase sales and distribution of the brewery brands through on & off premise accounts.
- Track and report progress on obtaining sales goals monthly.
- Develop and execute a marketing plan with each of your distributors.
- Develop key relationships with distributor personnel and key retailers throughout the territory.
- Maintain strong customer relationships through proactive communication.
- Continually conduct education with wholesaler regarding details for current, new and upcoming beers available.
- Regularly meet with wholesaler to discuss current and future business as well as execution of market plan.
- Develop and maintain complete and accurate account list.
- Must respond promptly to wholesaler and customers for service and needs, follow through on commitments and manage difficult customer situations always soliciting customer feedback to improve service.
- Identify leads and present brands appropriately to the key decision maker to win the business.
- Manage brewery and wholesaler inventories to be sure wholesaler purchase orders can be met as placed.

- Communicate seasonal and special releases to retailer, changes or additions of brands and ensure they are executed in the market.
- Be responsible for conducting tastings at both on and off premise retail establishments.
- Enthusiastically represent Stillmank Brewing brands at events, promotions and festivals that are often held on weekends.
- Attend regular Sales, Distributor and all company meetings and events as required.
- Complete and submit weekly sales reports to supervisor.

### **Qualifications/Skill sets**

- Excellent oral and written communications skills
- Organized, self-disciplined, detail oriented & sociable
- Bachelor's degree preferred
- Two years of industry experience preferred
- Knowledgeable about craft beer and the 3-tier system
- Valid driver's license and a clean driving record
- Flexibility and willingness to occasionally work evenings and weekends
- Can-do attitude and ability to have fun at work!

### **Compensation**

- Compensation will be highly competitive with industry / market rates, and will be experience-dependent.

Qualified applicants should upload résumé, cover letter, and compensation requirements highlighting your experience within the craft beer industry