



Employment Opportunity

Title: Key Account Manager/District Manager (816)

Work place: Tennessee

Company background:

Geloso Beverage is a small business beverage importer. We offer a broad-based portfolio of beverages in key categories.

Position description:

The Key Account Manager/District Manager works with appointed alcoholic beverage distributors to develop and build our brand within the given territory. This position requires some overnight travel and encompasses the entire state of **Tennessee** with occasional visits to neighboring territories.

Overarching Roles:

- Manage & Increase brand visibility and sales ;
- Representative of Geloso portfolio brands at all times.

Primary Roles:

- Establish and build distribution of our brands by working with distributor network;
- Support Distributor in proper account merchandising and maintenance ;
- Conduct Distributor ride-withs on a regular basis (weekly) to ensure programs and priorities are on-track, and to help identify new opportunities;
- Target and track new accounts and product placements;
- Work with distributor in developing effective market plans and incentives;
- Tracking and reporting all work successes on a weekly basis;
- Work under direction of the Sales Manager to meet monthly and quarterly sales goals;
- Report monthly depletion reports to Sales Manager, as required;
- Maintain and build strong rapport with distributor personnel.

Expectation Indicators:

- Learn how to use Vermont Information Processing (VIP) to track and manage all key sales leads;
- Provide market insight and recommendations against the target account list and update as needed with new account openings, new opportunities, etc.;
- Competitive tracking: report on competitive activity and watch for market trends;
- Present to and engage distributor sales personnel at distributor sales meetings, while sharing upcoming priorities, events and brand initiatives;
- Attend all relevant team meetings.

Requirements:

The candidate must have:

- Minimum of 1-5 years' experience in sales & marketing in a related beer business;
- Proven track record of success;
- Knowledge of local beer market;
- Strong written, verbal and public speaking skills;
- Proficient in Microsoft Excel, Word, PowerPoint, Outlook and Web-based reporting tools;
- Knowledge of and experience with Vermont Information Processing (VIP) a plus;
- Clean driving record and proof of automotive insurance;
- Position contingent upon successful completion of background check.

Please forward your resume to: hr@groupeomni.com

Please indicate reference #816.