



JOB TITLE: REGIONAL SALES MANAGER

Job Summary: The Regional Sales Manager is a regular full-time, salaried position that is responsible for achieving key sales objectives through the managing of multiple distributors and aggressively growing new accounts. The position is responsible for managing the growth and development of the Terrapin Beer Company, LLC product mix and brand value in a defined market area. The Regional Sales Manager must ensure that the Terrapin brand integrity and business model of ethical fair dealings with existing and targeted accounts is never compromised. The incumbent will report directly to the applicable Area Sales Director.

Essential Job Functions:

- Develops quarterly and annual strategic business plan for achieving budgeted sales figures for defined region area.
- Develops promotional strategy for regional area in conjunction with marketing and tour departments for on- and off-premise events and promotions.
- Recommends and implements sales strategies for improvement based on market research and competitor analyses.
- Benchmark business data and sales trends for key accounts and provide monthly recommendations to Area Sales Director, Chain Accounts Director and the VP of Sales & Marketing to aid in execution of the strategic business plan.
- Builds sustainable partnerships at all distributors and key accounts by emphasizing Terrapin Beer Company's brand and product value along with the support staff of the Terrapin home office.
- Maintain excellent working relationships with fellow members of the sales and marketing team. Collaborate with other Regional Sales Managers for cognition of best sales practices that support the Terrapin Beer Company, LLC business model.
- Must be able to maintain business-like behavior during and after the consumption of alcohol during social events.
- Deliver sales, distribution and merchandising goals at all accounts as needed.
- Train and work with Market Representatives in order to fully develop best sales and marketing practices.
- Position requires frequent travel and applicants must be able to lift up to 50 lbs. Must be able to work 8-10 hours shifts and be able to work varying shifts, including nights and weekends, dependent on operational business needs of the brewery.
- Performs other duties as assigned.

Competencies:

To perform the job successfully, an individual should demonstrate the following competencies to perform the essential functions of this position.

- *Problem Solving* - the individual identifies and resolves problems in a timely manner, gathers and analyzes information skillfully.
- *Client/Employee Focus* - the individual manages difficult client/employee situations, responds promptly to client/employee needs, solicits client/employee feedback to improve service, responds to requests for service and assistance and meets commitments.
- *Planning/Organizing* - the individual prioritizes and plans work activities and uses time efficiently.
- *Quality Control* - the individual demonstrates accuracy and thoroughness, monitors own work to ensure quality and applies feedback to improve performance.
- *Quantity* - meets productivity standards and completes work in a timely manner.
- *Adaptability* - the individual adapts to changes in the work environment, manages competing demands and is able to deal with frequent change, delays or unexpected events.
- *Dependability* - the individual is consistently at work and on time, follows instructions, responds to management direction and solicits feedback to improve performance.
- *Safety & Security* - the individual observes safety and security procedures and uses equipment and materials properly.

Knowledge & Skill Requirements:

4 year degree in Business, Marketing or similar degree program with 3-5+ years' sales and account management experience in the craft beer or beverage industries.

Ideal candidate must be self-motivated, have excellent written skills, verbal communication and strong leadership skills.

Candidate must have considerable knowledge of brewing industry sales and marketing standards, effective oral and written communication skills and excellent interpersonal skills. This position also requires excellent time management skills as well as very strong analytical and problem solving skills. Candidates must have a flexible schedule and able to work nights & weekends.

Candidates must have a valid driver's license, clean driving record and reliable source of transportation in line with the Terrapin Beer Company, LLC auto policy. Candidates must also acquire auto insurance coverage in line with the Terrapin Beer Company, LLC auto policy as a condition of employment and are expected to maintain as such throughout the course of employment.

Candidates must be proficient in MS Office software including Excel, PowerPoint and Word.

Terrapin Beer Company, LLC is a beer brewery located in Athens, Georgia dedicated to creating unique experiences through the passionate brewing of the finest-quality craft beers.

Employee benefits include health, dental & vision insurance, profit-sharing, 401K and a rewarding environment based upon our culture, values and mission.

Terrapin Beer Company, LLC is an equal opportunity employer and will not tolerate discrimination against any employee or applicant seeking employment on the basis of race, color, religion, creed, sex, national origin, age, disability, sexual orientation, marital status, public assistance status, veteran status, or any other characteristic protected by law.

**This description is not intended to be, nor should it be construed as an all-inclusive list of responsibilities, skills or working conditions associated with the position. It is intended to accurately reflect the activities and requirements of the position, but duties may be added, deleted, or modified as necessary. This description does not constitute a written or implied contract of employment. **
