

Full Job Description

The Field Sales Representative is the first point of contact for the brewery. The purpose of this position is to increase Noon Whistle Brewing's sales by building strong relationships with our distributor partners and key accounts, assisting in educating their staff and customers about our beers and culture. To increase brand presence, promote and foster brand loyalty and ensure product quality through key account calls. It is expected that 80% of your time spent is in the marketplace.

Essential Duties and Responsibilities:

- Establish regular contact and build relationships with key decision makers at key accounts
- Develop and execute a business plan to grow the assigned market/territory
- Establish an action plan prior to visiting market, utilizing distribution partner's sales reps, VIP information and appropriate collateral/sales materials.
- Work in conjunction with Noon Whistle Key Account Representative
- Assist all distributor partners in promoting sales of the products, beer launches, seasonal and brewery initiatives, helping build consumer acceptance of the products.
- Manage distributor partner activity, including, but not limited to, inventory management and forecasting, program development and implementation, monthly and quarterly sales meetings, and promotional calendar development and execution.
- Conduct promotions at bars and restaurants, samplings at retail stores and brewery visits for retailer.
- Manage each event from beginning to end, in terms of support, POS, manpower, etc. ensuring Noon Whistle Brewing has the best possible image to the consumer.
- Improve brand position, shelf space, and display activity in assigned account base.
- Coordinate planned on-site promotions during peak business hours and planned beer dinners outside of normal promotions.
- Perform ongoing quality control of beer outside of brewery.
- Ability and willingness to maintain flexible work schedules. Some travel, weekend and extended workdays are necessary.
- Identify non-buying accounts and develop a plan to establish new business in these accounts
- The ability to drive a motor vehicle to and from accounts continuously.
- Complete and submit weekly and monthly market visit recaps and reports, quarterly goals and expense reports.
- Attend all sales team meetings, as requested.

Additional duties may be assigned as necessary.

Job Qualifications

Knowledge, Skills and Abilities:

- Demonstrated ability to build relationships and maintain effective working relationships with distributors, top level account decision makers, and all internal stakeholders.

- Ability to work independently with little supervision – self-motivated.
- High level of craft beer product knowledge.
- Excellent oral, analytical, written, and group presentation communication skills.
- Strong organizational & planning skills.
- Must possess a valid driver’s license

Education and/or Experience:

- Bachelor’s degree preferred.
- 2+ years of industry experience selling in the craft beer market is a must.
- Strong knowledge of the local market for craft beer.
- Experience in both distributor and supplier side.
- Cicerone or beer education preferred.
- Proficient in computer technology, including but not limited to excel, Microsoft office, data entry and organization.
- Experience working with iDIG/Karma is preferred.

Work Environment:

- The employee frequently must work in an environment with a moderate to high noise level.
- Regular visits to bars, restaurants, and other retailers of Noon Whistle’s beer are required.
- Flexible work schedule, weekdays and working weekends is a must
- Minimal travel may be required.

Physical Demands:

- Performance duties of this job include regularly being required to sit, stand, walk, use hands to finger, handle or feel objects, tools, or controls; talk, hear, and smell.
- Ability to frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 150 lbs.
- Ability to frequently reach with hands and arms and stoop, kneel, crouch, crawl and climb.
- Must be able to participate in critical assessment of beers.
- The ability to drive a motor vehicle to and from accounts continuously.

Other Duties:

Please note this job description is not designed to cover or contain a comprehensive list of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

Send Resumes to: info@noonwhistlebrewing.com

We’re an equal opportunity employer and client seeking diversity in our workforce. We invite qualified candidates from all backgrounds, race, color, religion, sex, sexual orientation, national origin, gender identity, age, disability, veteran status, or any other characteristic. We take pride in celebrating our unique brew. EOE Minorities/Females/Protected Veterans/Disabled.