Employment offer

Title: District Manager – Alabama Florida (1203A)

Workplace: Mobile, Alabama or Pensacola, Florida

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

The District Manager works with appointed distributors to develop and build our brands within the designated territory. This position requires some overnight travel and encompasses the state of Mississippi, with occasional visits to neighboring territories. Desired location of residence is Jackson, Mississippi.

Overarching Roles
➢ Manage & Increase brand visibility and sales
➢ Strong leadership and representative of Geloso Beverage portfolio brands always

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 Regional Sales Manager to meet monthly and quarterly sales goals.
➢ Report monthly depletion reports to Regional Sales Manager as required
➢ Maintain and build strong rapport with distributor personnel.

Account management
➢ Sell new and expanded distribution to off-premise accounts
➢ Build and maintain strong relationships with the owners & managers of the top Off-Premise accounts within area of responsibility.
➢ Support training and development initiatives for wholesaler off-premise team and with key off-premise accounts.
➢ Prioritize existing accounts and deploy Off-Premise resources (materials, budgets) to achieve set Geloso Beverage market goals.
➢ Identify market specific business development opportunities.

Execution inspection
➢ Establish and build distribution of our brands by working with distributor network.
➢ Support Distributor in proper account merchandising and maintenance
➢ Visit and review accounts for retail execution standards (distribution & merchandising)
➢ Identify and communicate execution issues to Regional Sales Manager; ensure follow-up is made and issue is resolved.

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.

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- ➢ Present to and engage distributor sales personnel at distributor sales meetings, while sharing upcoming priorities, events, and brand initiatives
- ➢ Attend all relevant team meetings

Desired Skills and Experience
- ➢ Minimum of 2-5 years' experience in sales & marketing in a related beer business
- ➢ Some Chain store experience.
- ➢ 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.

Communication skills
- ➢ Excellent interpersonal skills, diplomatic, persuasive, strong negotiating skills
- ➢ Clear communication of key objectives to staff to achieve goals

Results focus / Teamwork
- ➢ Hands-on approach with can-do attitude; problem solving; resourceful; ensure constructive accountability for actions; collaborative but decisive
- ➢ Proven ability to manage distant and high-level relationships with distributor leadership and key retailers in multiple markets

Please forward your resume to: hr@groupeomni.com

Please indicate reference #1203A.