

CALEDONIA SPIRITS®

Job Description

Position	Regional Sales Director - Northeast & Control States	Department	Sales
Category	Full-time	FLSA Classification	Exempt
Supervisor	President	EEO Category	First/Mid-Level Officials & Mgrs

Summary

Reporting to the President, the Regional Sales Director - Northeast has a strategic and tactical role in achieving the depletion, distribution and revenue goals for the assigned territory of NY, NJ, PA, CT, MA, RI, Maine, NH & VT. The RSD will also support or lead the company's interest in seeking listings and/or management of new control states. The RSD will work with the President in the development of the regional sales plan and will manage and oversee its implementation and execution.

The Regional Sales Director position requires a driven, passionate and committed sales professional with a proven track record of cultivating industry relationships and working well in fast-paced, collaborative environments. The Regional Sales Director must be able to recognize and communicate the passion and enthusiasm that begins at the distillery, understanding our product's distinct characteristics, and communicating this to customers and distributors in an honest and authentic way.

Founded by a beekeeper, Caledonia Spirits was built on a vision to connect cocktail culture to agriculture. We are passionate about the spirits we produce, including Barr Hill Gin, America's Most Awarded Gin. Our work is fueled by the values of environmental stewardship, social responsibility, and continuous learning.

At Caledonia Spirits we believe diversity makes us better. For us, it is not just about being an Equal Opportunity Employer, which we are proud to be. It is about inviting different experiences, backgrounds, and perspectives to our work; and making conscious efforts to reach out to candidates who can bring different ideas and perspectives to what we do and create together.

So we invite passionate people, committed to excellence, to join our team. We welcome applicants of all races, religions, colors, national origins or places of birth, ages, sexes, sexual orientations, genders, gender identities, and abilities. We welcome those who have served our country. We invite you to make our team richer and better.

Duties and Responsibilities

The following duties and responsibilities reflect the essential functions of the position, but do not restrict the assignment of additional tasks. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

General Sales Management

- Responsible for the delivery of sales depletion and revenue targets in assigned territory and with assigned national & regional customers
- Responsible for management of annual budget for the region – sales execution, discounting and T&E as well as working with sales leaders within their region on budget planning, communication and execution
- Partner with the Marketing Department and Sales Business Operations to develop and implement sales programs and manage the execution through assigned distributor partners
- Develop and maintain relationships with assigned national and regional accounts, including initiating new relationships with these accounts for Caledonia Spirits
- Accountable for ROI of sales programming and the completion of evaluations to measure
- Partner with Marketing Department to develop and maintain 4 quarters of programming at all times that is aligned with the National Sales Plan and Strategy
- Implementation of quarterly programs within all markets of responsibility at all tiers of distribution

- Drive strategic growth and market penetration through the development of new accounts and through cultivating existing accounts – including managing relationships with assigned National and Regional account groups
- Participate in strategic planning across multiple distributors, leverage existing relationships of the company and employees
- Forge and sustain successful, strategic relationships with distributors, buyers and managers to promote the interests of the company
- Participate in strategic planning of sales and marketing efforts, providing market trend knowledge and relevant data to the management team
- Manage distributor and customer inquiries and concerns, responding directly or facilitating response, as necessary/appropriate
- Maintain a minimum of quarterly business reviews with all distributors and brokers representing the brand
- Establish and maintain a cadence of meetings with senior distributor leaders in all assigned markets to develop strong relationships and to stay connected to distributor execution of all programs
- Lead the development of personal and direct reports' key performance initiatives annually that are aligned with the overall sales team and company's strategy and objectives – hold all accountable for results

Team Management

- Direct and/or support reporting staffs' efforts to successfully achieve sales, revenue, depletion and distribution goals
- Lead performance management and talent development processes in supporting direct reports to grow their skills and progress in their careers
- Maintain a regular, weekly schedule of supervision meetings with reporting staff
- Collaborate with Human Resources and manager to timely and appropriately address all performance concerns
- Maintain confidentiality of employee information

General Management

- Represent the company in alignment with the brand and company values
- Attend trainings, team meetings and other company-sponsored events as scheduled (physical presence required)
- Maintain confidentiality of sensitive and proprietary customer and company information
- Complete other projects and perform other duties in support of the company goals and objectives, as requested

Education and Experience

Preferred: Master's or Bachelor's degree in business administration, marketing or related field of study, with 5-8+ years of experience in sales, and experience in the premium and/or super premium spirits business.

Required: Any combination of education and experience likely to provide the skills, knowledge and ability to successfully perform the essential functions of the position, paired with a proven track record of successfully leading a sales team in the growth of a small or regional brand.

Certifications and Licenses

Preferred: Solicitor's permit.

Required Knowledge and Competencies

- Demonstrated ability to achieve ambitious sales goals
- Ability to represent the company and the brand in a professional manner and in alignment with the brand identity and standards
- Demonstrated leadership and management skills
- Entrepreneurial and/or start-up experience
- Ability to identify and target business opportunities and see through to successful implementation and execution
- Ability to effectively supervise the work and performance of a dispersed sales team
- Effective training and coaching skills
- Strong communication and interpersonal skills
- Commitment to developing and maintaining an understanding of consumer and market trends and demands as they relate to the spirits industry
- Ability to utilize strategy and tactics to successfully implement plans and meet goals
- Commitment to providing exceptional customer service
- Ability to develop and maintain productive relationships with stakeholders

- Demonstrated autonomous motivation and ability to achieve positive results and meet defined goals
- Ability to work independently and collaboratively within the team dynamic
- Proficiency with computer applications and software, including Google Apps, MS Word, Excel, VIP and Expensify
- Strong organizational skills, with the ability to successfully plan and manage projects and events
- Technical capacity to communicate, document, report and distribute data and information, utilizing information and communications technology and systems as required
- Ability and availability to travel in order to meet the demands of the geographical territory

Physical and Other Requirements

- Must comply with all company policies and safety standards
- Occasionally required to work outside of traditional business hours, including some evening and weekend hours, as necessary
- Frequently required to move about and navigate a variety of physical environments, including on-premise and off-premise locations
- Regularly required to travel by car locally, regionally and statewide; occasionally required to travel to Vermont and other locations within the region.
- Regular operation of computer, keyboard, mouse, and other devices
- Participation in training sessions, presentations and meetings, on and off-premises
- Occasionally required to ascend and descend stairs
- Regularly required to move and transport objects weighing up to 50 pounds

Supervisory Responsibilities

The Regional Sales Director supervises the regional sales team, including Regional Sales Managers, Market Managers and Brand Ambassadors.

This job description does not constitute a contract of employment. Employment of all staff is “at-will” and may be terminated by the employee or the company at any time, with or without notice or cause.