



TITLE: Market Manager – Southern California
REPORTS TO: Division Manager – Southern California
STATUS: Full-time Exempt
DATE APPROVED: 7/14/2017

SUMMARY:

Responsible for obtaining sales volume targets for select territories in the General Market On and Off channels, as well as, supporting the national accounts on premise channel. Long-term brand building will also be a key initiative for this role. Will work closely with key accounts and distributors to accomplish goals.

DUTIES & RESPONSIBILITIES:

- Sales execution—executes on goals/objectives developed by Division Manager for overall market
- Collaborative planning with distributors—training/education of distributor teams/ reps; work with managers/ reps to sell to KEY accounts; augment Division Manager’s programming at local team level where applicable
- Assist Division Manager—suggest incentives, trade marketing ideas, etc. to create more effective programs at street level
- Conducts monthly/quarterly planning meetings--with Key General Market Managers, team meetings with sales teams, and company sales meetings; inclusive of National Accounts On Premise team
- Key Account responsibility--Calls on Top 100 General Market (mix of on and off sale; regional/national on premise accounts) directly
- Budget management--Manages brand budgets and T&E budgets
- Internal Collaboration/planning--work with Division Manager to develop overall California sales plans, as well as, ensure proper brand standards are adhered to
- 80% of time allocated to Field Sales work (independently and with key distributor people); 20% of time allocated to administrative (development of plans, budget management, development of presentations, follow up)

REQUIREMENTS:

- Bachelor’s degree plus 5 years industry experience and/or 4 years sales experience in a consumer products industry
- Demonstrated ability to build relationships and maintain effective working relationships with Distributors and Accounts and all internal stakeholders
- Demonstrated strong coaching and sales training skills
- Strong understanding of wine production, wine styles, etc.
- Demonstrated knowledge of off-premise business and three tier system.
- Literate with Microsoft Office suite to include Word, Excel, PowerPoint

- Excellent written and oral communication, and listening skills
- Demonstrated ability to manage multiple projects, set priorities and complete assignments with accuracy and within established time frames
- Ability to influence others actions without authority
- Must have a valid driver's license
- Physical ability to lift 60 pounds

Must pass a comprehensive background check and drug screen.

The employee is expected to adhere to all Company, Federal and State Food Safety Regulations and Policies.