



**JOB TITLE:** Carolina Market Manager  
**CLASSIFICATION:** Exempt  
**DEPARTMENT:** Sales  
**REPORTS TO:** Southeast Regional Manager  
**DATE APPROVED:** 1/2/18

### **SUMMARY**

Helps drive sales and implementation of Chain, On & Off-Premise O'Neill Vintners & Distillers' programs by working with the Company's distributor network within the states of North Carolina & South Carolina.

### **ESSENTIAL DUTIES & RESPONSIBILITIES:**

- Collaborates with multiple internal and external contacts to ensure execution against programming
- Leads sales efforts by working with key management and sales personnel at the distributor on a daily basis
- Increases brand distribution and case volume across the company's entire portfolio, with priority emphasis on the Company's proprietary labels: Line 39, Robert Hall, Austerity, Harken, Day Owl, Allegro, Backhouse, Camelot, Exitus, Flat Rock, Pepi, Petite Batard, Redtree and Xtant
- Suggests incentive/merchandising programs to help achieve sales goals
- Monitors and evaluates the performance of O'Neill Vintners execution plans in each market, and provides monthly feedback to key internal stakeholders
- Trains, educates, motivates and holds accountable distributor sales teams to maximize O'Neill Vintners distribution and sales brand building efforts through monthly team meetings
- Cultivates relationships with key chain, on, & off sale establishments across entire market and works with distributor and direct report to generate a Top 100 list
- Conduct General Sales Meetings on a monthly basis or as often as distributor allows
- Perform other duties or special projects as assigned
- 80% of time allocated to Field Sales work / 20% Office work
- Requires occasional overnight travel

### **REQUIREMENTS:**

- Bachelor's degree preferred plus 5 years' industry experience and/or 5 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
- Demonstrated knowledge of on & 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 state driver's license and current auto insurance
- Physical ability to lift 60 pounds
- Must live in North or South Carolina

*-Must pass a comprehensive background check and drug screen.*

*-Must adhere to all Company, Federal and State Food Safety Regulations and Policies*

*-This organization participates in E-Verify*