



**JOB TITLE:** Market Manager – TX (Houston)  
**EXEMPTION STATUS:** Exempt  
**DEPARTMENT:** Sales  
**REPORTS TO:** South Central Regional Manager  
**DATE Submitted:** 2/1/19

### **SUMMARY**

Responsible for driving sales and brand building initiatives in assigned market geographies. Primarily responsible for sales and brand growth in the On-premise trade channel, the market manager will work with key internal and distributor partners to ensure execution of prioritized market programs in the off premise.

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

- Collaborates with multiple internal and external contacts to ensure execution against key brand priorities
- Increases brand distribution focusing on menu placement, feature and by the glass activity, and case volume across the company's entire portfolio
- Leads the company's sales efforts by working with key management and sales personnel at the distributor on a daily basis.
- Work independently to develop and maximize Key Top 100 Account list with a focus on On-premise trade channel and the development and execution of key brand exposing initiatives
- Works with other team members in the development and communication of key incentives and merchandising programs to help achieve acceptable distributor buy in and execution in both the On and Off trade channels.
- Monitors and evaluates the performance of the Company's execution plans within the assigned market areas and provides timely feedback to key stakeholders.
- Trains, educates, motivates and holds accountable distributor sales teams to maximize the Company's distribution and sales brand building efforts through monthly team meetings and GSM's.
- Performs other duties or special projects as assigned
- 80% of time allocated to Field Sales work (On 80% / Off Premise 20%).
- Budget and Goal management mandatory to the role
- Requires overnight travel occasionally.
- Compensation commensurate with experience.
- Salary, Benefits, car allowance

## **REQUIREMENTS:**

- Strong On-Premise Background PREFERRED with ability to learn and execute retail strategies in their marketing area
- Flexibility with work hours. Week nights and weekends are part of the job on occasion
- 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
- Bachelor's degree preferred plus 5 years industry experience and/or 4 years sales experience in a consumer products industry
- Must pass comprehensive background check and drug screen

*-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*