

MODIST BREWING CO.



Position:	Sales and Marketing Manager
Reports To:	Chief Manager
Status:	Full Time / Exempt / Salary + Bonus Package
Base Pay:	\$70K - \$85K

MISSION:

At Modist, our aim is to modify beer and how it is perceived by defying rules and expectations. We push past traditional brewing by embracing creativity and unconstrained experimentation, taking an innovative approach to ingredients and techniques in order to harness raw inspiration and create a new beer experience.

JOB OVERVIEW:

The main objective of the Sales and Marketing Manager at Modist will be to ensure all company outside sales goals are met. This individual will be primarily responsible for setting outside sales and marketing goals while creating detailed marketing strategies and sales plans. The Sales and Marketing Manager will lead the sales and marketing teams to meet these goals. This role will also focus on production goals, in partnership with the Head of Operations. They are ultimately charged with reaching the monthly/quarterly/yearly sales goals of the Company through mentoring and supporting the teams. They are also responsible for organizing advertising campaigns, managing sales staff, organizing promotional events and discovering new sales opportunities.

GENERAL MODIST REQUIREMENTS:

Modist Brewing is an inclusive and safe community and expects all employees and prospective new hires to exhibit the following qualities:

- Treat every individual with respect and facilitate a safe and welcoming environment for all employees and customers
- Be responsible and self driven, conducting oneself with dignity, self respect, and motivation
- Be an ambassador for Modist, all Modist brands, and act as a steward for the Minnesota Brewing community

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KEY DUTIES & RESPONSIBILITIES:

- Create an overall sales strategy for Modist to best position the brewery's brand in the market.
- Manage and lead sales and marketing teams to ensure company goals are met
- Develop a comprehensive sales plan with: marketing strategies for each product line, customer demographic analysis, sales forecasts, and growth strategies. The sales plan will also examine pricing structure, revenue goals, sales locations, customer retention strategies, advertising avenues, and sales team activities.
- Coordinate with sales managers to facilitate efficient and effective routing, planning and scheduling.
- Work in conjunction with sales and marketing teams to ensure production of advertising and marketing materials.
- Build an effective acquisition and management strategy focused on chain retail and wholesale partnerships.
- Oversee and manage the sales forecast, inventory management and specialty product calendars and distribute information to other departments within the brewery.
- Supervise the management of promotional events in-house or at trade shows and/or other outside events.
- Assist in the development of relationships with key customers in order to drive revenue and customer satisfaction.
- Analyze current and prospective customer demographics for the development of market strategies and product development.
- Investigate and analyze competitors to identify new sales opportunities.
- Partner with Product Development and Brand Development personnel to set brand schedule and portfolio while ensuring specialty products, mainstays and branding are completed.

SKILLS REQUIRED:

- 6+ years of sales management experience
- Experience in the consumer packaged goods industry
- Experience in the beverage or food industry
- 4+ years of sales reporting experience including preparing sales reports, researching markets and analyzing customer experience, industry experience would be a plus
- Experience, knowledge, and/or ability to learn simple technology platforms (VIP, spreadsheets, Google Suite, email, Slack, etc.)
- Experience in creating and implementing marketing campaigns
- High level of verbal and written communication skills
- Excellent sales and negotiation skills
- Team management and leadership skills with the ability to motivate and energize staff

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WORK ENVIRONMENT:

- Able to work flexibly in multiple work environments including the Modist office, taproom, production brewery, off-site, and field locations
- Prioritizes safety and insists that team members follow safety protocols and best practices to ensure a safe work environment for all employees
- Production Brewery with elevated noise levels
- Able to safely navigate ongoing production operations and wear required safety gear
- Driving between account locations

PHYSICAL REQUIREMENTS:

- Ability to lift and/or move up to 55 pounds safely and occasionally maneuver 165 lb. kegs. w/ help from a dolly
- Work on your feet in a physically demanding environment for up to 8 hours a shift
- Ability to sit and/or stand for up to 8 hours per day
- Ability to sit for long periods of time (driving) between account locations