

The entry-level Sales Representative role will develop and maintain selling relationship with high-image, high-volume accounts in key markets and channels. Drive brand building initiatives through the execution of nationally and locally developed programming and promotions. Meet and exceed volume and retail causal goals. Responsible for knowing the local trade dynamics and leading all consumer focused retail programs in their accounts, delivering increased volume growth and brand awareness.

**Retail Execution:**

- Drive volume growth, meeting and exceeding targets
- Successfully sell improved retail presence as per goals.
- Set up and execute programs and promotions in key accounts
- Attend/oversee and supervise promotional teams and event staff during brand promotions

**Account Management:**

- Drive distribution opportunities at retail.
- Develop strong relationships with on and off premise account owners/key staff in approximately 75 accounts
- Ensure accounts are adequately and properly merchandised with the most current materials and ensures 'Responsibility' messaging is appropriately displayed

**Distributor Management and Relationship:**

- Accountable for influencing distributor performance and execution within assigned accounts
- Coordinates and aligns with distributor organizations
- Develops strong relationships with managers at Distributor and key accts

**Fiscal Responsibility and Planning:**

- Manages total volume responsibility against monthly, quarterly, and annual plans
- Maintains fiscal discipline and adherence corporate guidelines
- Responsible for management of budget: determine market investments for short term and long term account planning (including managing agency experiential and promotions budgets as allocated)

**Preferred Qualifications:**

- Bachelor's Degree required by December 2017 or May 2018
- Must be 100% geographically mobile
- Strong interpersonal and communication skills
- Solid analytical skills – basic finance/business skills and effective problem solving
- High energy team player with strong social skills
- Must be willing to work nights and weekends (non-traditional corporate hours)
- Required to lift heavy items on a regular basis

Reference Req#: 10327BR