



Territory Manager – Ontario North

We are one of Ontario's fastest growing craft breweries and we're looking for someone who would be excited to represent us in the Ontario North region. Demand for Sawdust City's products is growing across the province. We need a dedicated craft beer lover with sales experience to expand our customer base in the Ontario North region.

The territory extends from Barrie to North Bay, and from Peterborough to Orangeville. You will inherit a number of existing accounts, including bars, licensed restaurants, LCBO stores, Beer Store outlets and grocery accounts. Your job will be to grow them while prospecting for new relationships. You will promote Sawdust City's entire product line, which includes six core brands and many seasonal beers throughout the year.

You will be required to travel throughout your territory and engage with your prospects and accounts to demonstrate the value of doing business with Sawdust City and doing business with you. This is not a 9:00 to 5:00 job. It involves meeting decision makers when they are available and working beer events after hours and on weekends. It involves differentiating the Sawdust City brand through creativity and promoting the Sawdust City brand through hard work. The brewery is located in your territory and that's a big responsibility but an even bigger opportunity. Summers will be crazy busy but that's okay because you love being crazy busy. Others think winter in Muskoka is a time of rest. You love winter because your competitors are asleep.

General Duties:

- Be the relationship manager for all customer accounts in your territory
- Increase revenue within your inherited accounts
- Find and close new accounts
- Work with licensee accounts to plan and execute Sawdust City events at their establishment
- Arrange and perform staff and customer tastings at LCBO stores
- Manage Sawdust City's participation at regional beer festivals
- Recruit and supervise Sawdust City volunteer street team members
- Increase regional awareness through effective use of social media
- Participate in weekly sales meetings
- Provide reports and forecasts as required

Qualifications:

- Drivers' license and a clean driving record
- Sales experience, ideally in the craft beer industry
- Understanding of the craft beer culture in Ontario
- Experience in the Ontario North territory is an advantage
- A knowledge of the popular craft beer products on the market
- Smart Serve certified
- Technology savvy
- Active on social media
- Willing to work evenings and weekends

- Able to lift and manoeuvre a 50L (140 lb.) keg
- Loved and respected by your customers; feared by your competitors

At Sawdust City we like to have fun, but we also pride ourselves on our dedication to beer. We don't always take ourselves seriously, but the quality of our product is of the utmost importance. If you feel like you are the right match for this position, please send a cover letter and resume to jobs@sawdustcitybeer.com . Please note the position you are applying for in the subject line.

We thank all candidates for their interest, however only those chosen for an interview will be contacted.