

Territory Manager – Toronto

Sawdust City is one of Ontario's fastest growing craft breweries and we're looking for someone who would be excited to represent us in the Toronto region. Demand for Sawdust City's products is growing across the province.

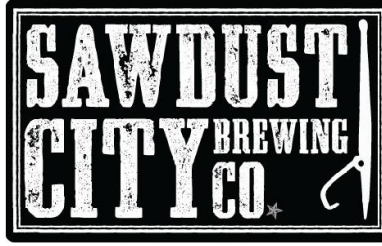
The Territory Manager is responsible for the execution of the territory sales plan, identifying new opportunities in all channels and increasing the Company's presence in the designated territory. Existing accounts include bars, licensed restaurants, LCBO stores, Beer Store outlets and grocery accounts. The successful candidate will grow the territory, while prospecting for new relationships. They will promote Sawdust City's entire product line, which includes core brands and many seasonal beers throughout the year. They will be required to travel throughout the territory and engage with prospects and accounts to demonstrate the value of doing business with Sawdust City. This is not a 9:00 to 5:00 job and includes evenings/weekends as required. Our goal is to differentiate the Sawdust City brand through creativity and promote it through hard work.

General Duties:

- Establish relationships and grow sales at all market channels including commercial, on-premise, grocery, LCBO and Beer Store.
- Understand, meet, and exceed customer needs and requirements.
- Prepare and implement a territory sales plan, execute sales and promotional opportunities to develop sales and support marketing programs.
- Build sales with scheduled account visits, conduct tastings and educate the buyer to properly present our portfolio with the end consumer.
- Network with consumers and key influencers, resulting in brand loyalty and repeat business.
- Work closely with the Sales Manager to build a call pattern, establish call frequency and hit sales targets.
- Act as an ambassador for Sawdust City Brewing Co., including maintaining an active social media presence in support of the company and the craft beer community.
- Cold call potential new customers.
- Close and maintain accounts.
- Function within a set budget at both territory and account level.
- Pick up payments from your licensees as required.
- Participate at events for licensees, retail and festivals as required.
- Perform administrative duties as required, such as daily tracking reports, weekly plans, promotional recaps, quality feedback, expense reports, etc.
- Participate in quarterly sales meetings at the brewery.
- Other duties as assigned.

Qualifications

- 2-5 years previous sales experience.
- Superior communication and customer service skills.
- Willingness to learn is essential.
- Very organized with the ability to manage multiple priorities and projects simultaneously.



- Must be able to work independently within the assigned department framework and guidelines.
- Smart Serve certification required.
- Experience with social media is an asset.
- Must be able to lift/maneuver a 50L (140 lb.) keg.
- Must live in region/territory.
- Must have valid driver's license and a clean abstract.
- 1-2 years previous experience in licensee and retail beer or alcohol sales preferred (but not necessary. We are willing to teach!)
- Basic knowledge of draught beer systems an asset.

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.