RETAIL ACTIVATION SPECIALIST
TEN20 Craft Brewery

WHO WE ARE: Established in Butchertown, KY, in 2020. This is a tremendous opportunity for the right sales leader who is looking to join a fast-growing craft brewery! We are looking for someone who is a self-starter with a "yes-if" mindset, who is also positive, self-motivated, and a team player with a passion for selling beer. High-quality, fresh beer is at the heart of everything that we do, so the right candidate must have a deep level of experience to consistently build brand value, sell our products in the wholesale market, and grow our market share consistently and aggressively.

POSITION PURPOSE – PRIMARY DUTY:
This position's purpose is the development of the TEN20 Brewery portfolio in the retail on- and off-premise channels to grow our top-line sales, increase points of distribution, and activate our portfolio for success in specific markets. Together with the brewery pubs, this position will be a "value-added" resource to both key retailers and the TEN20 portfolio. The position focus is the development of a target account list, promotional activities in those accounts, and the coordination of national and regional account placements.

REPORTS TO: VP of Sales and Distribution

PRIMARY RESPONSIBILITIES

- Develop and maintain strategic partnerships with key retail partners in the area.
- Assume a leadership role in implementing key company initiatives with retailers, and partners within the area.
- Effectively and successfully complete Key Performance Indicators (KPIs) as assigned by direct report.
- Assist Brewery personnel/team in implementing company objectives, policies, and procedures with retail partners.
- Use data systems to identify opportunities for new or expanded distribution, lost sales, incremental volume increases, and other business insights.
- Supply Social Media Team with local content for inclusion on all social media platforms.
- Ensure proper use of available point of sale items throughout territory.
- Assist leadership group in communicating sales data and market relevant insights with key retail partners.
- Position will require time at retail or "on the street" selling our portfolio. Assume 80% of time calling on accounts.
- Conduct, both personally and via outside resources, a minimum of 35 consumer and retail sampling and sales calls per week to build awareness and trial for the TEN20 portfolio.
- This can vary from 2–4 trainings/tastings/samplings/trade calls per week.
- Review and understand all legal restrictions regarding our product in each market and ensure all initiatives are executed within those limitations.
- Ability and willingness to maintain flexible work schedules, as weekend and extended workdays occur.

This Job Might Be for You If:

- You enjoy building brands from the ground up through hustle, collaboration, creativity, and autonomy.
- You have an entrepreneurial spirit and explore ways to get to a “yes” vs. defaulting to a “no.”
- You think on your feet. You like learning new things, and you can learn quickly. When things change, you know how to roll with the punches.
- You are motivated and driven. You volunteer for new challenges without waiting to be asked. You’re going to take ownership of the time you spend with us and truly make a difference.
- You want to work in a fast-paced, entrepreneurial environment where you can make an impact immediately.
- You have a positive attitude – every day is a new day to win.
- You want to work in an industry that is a ton of fun... with people who are a ton of fun.

Minimum Qualifications:

- A thorough understanding of the beer selling system (Ekos, preferred).
- Previous experience with a beer distributor or supplier.
- Excellent communication and analytical problem-solving skills.
- Professional experience using MS Office applications: Excel, Word, PowerPoint.
- Ability to work in a high-pressure environment, often under tight deadlines.
- Be a strong team player; have experience bringing teams/individuals together to deliver projects; strong thought and executional leadership.
- Must live in the focus market.
- Must have a valid Driver’s License and be able to drive/travel through the designated market area.

Requirements:

- Full-Time Employment
- Location: Metro Louisville, KY, and Southern Indiana to begin; intentional and deliberate expansion into Central Indiana and Lexington & Covington.
- No relocation provided.

Compensation:

- Competitive base salary based on experience
- Annual bonus available based on individual and company performance.
- Mileage reimbursement.
- Full medical and vision.
- 10 days PTO