



Old Dairy Brewery & Cattle Shed Brew Co

Senior Sales Role

Introduction

The Old Dairy Brewery is a very ambitious business that originally started brewing traditional beers in 2010. The brewery soon outgrew its original site and re-located to its current base in Tenterden on the Kent/Sussex borders, brewing a broad range of both traditional and craft beers, and has probably won more awards for its beers than any other brewery. The brewery's range now includes the following;

- Old Dairy award winning traditional cask and bottled beers
- Old Dairy branded craft keg, bottled and canned beers.
- Cattle Shed Brew Co craft keg, bottled and canned beers and lager.

Having launched the Cattle Shed brand and a number of other craft beers during 2017, the business is re-structuring its sales operation and looking to expand sales both within Kent/Sussex into London and beyond, as well as developing trade in craft beer channels, particularly in the South East.

The business has a first class brewing pedigree, supported by numerous CAMRA and SIBA awards, and has two excellent young highly skilled brewers who are keen to continue developing exciting new beers to enhance our range in the future. The brewery has ample capacity for future growth of its beer range and poised for a exciting years growth.

The Senior Sales role

This is an exciting role for the right individual who can develop and grow into the role and share in our success. The role reports into Sean Calnan, the brewery's Operations Director, and the successful candidate would form a key part of the senior team, working alongside a telesales operation. Old Dairy currently has around 700 live accounts across the pub, off trade and wholesale markets, mainly in Kent, Sussex and London, and it looking for further expansion of this.

The role has overall responsibility for;

- Strengthening relationships with our existing customer base and growing this trade each year.
- Developing new business for Old Dairy traditional and craft beers, particularly in London & SE as well as via wholesalers and national retailers – in both the on and off trades.

- Developing new craft beer retail and wholesale customers for Cattle Shed and playing a key role in the success of this exciting new brand.
- Supporting and working closely with the Telesales operation.
- Re-engaging with lapsed customers and helping to win as many of these back as possible.
- Working closely with the Head Brewer and Operations Director to plan stocks of our beer range and future brewing and packaging forecasts.
- To actively support our new product development programme, and engage constructively in company marketing, promotional and social media initiatives.
- To promote our beers at local and other suitable events, trade shows and beer festivals.
- To support the rest of the Old Dairy & Cattle Shed teams as required, which can include brewery tours, helping in the shop, occasional beer deliveries and payment collection.
- To be a great ambassador at all times for our beers and brands.

Additional Information

1. Essential to the role is the development of new business for both Old Dairy and Cattle Shed beers, often appealing to different sectors of the beer market. This will need careful planning and organisation.
2. Our customers come first – so a ‘can do’ approach and ensuring our customers get first class service is vital and central to our business proposition.
3. Regular meetings and a good working relationship with brewing, finance and operations is a very important part of the role.
4. The role will require some negotiation of prices with new and existing customers, which must be carefully done within agreed pricing and margin parameters.
5. As part of the management team, the successful candidate will not have set hours, but be expected to support the business wherever possible, to help out at events and be a great ambassador for the brewery.

Candidate Requirements

- The successful candidate should have a proven track record in a relevant sales environment - ideally, but not essentially, in beer/alcohol.
- The role requires a comprehensive understanding of our sales database and then the generation of weekly sales reports and monthly Board sales reviews and analysis. Good analytical skills are therefore required.
- He/she must be capable of integrating well into the existing team and be able to lead and transform our sales operation as we grow in line with our ambitious plans.
- The successful candidate must be enthusiastic and enjoy going that extra mile to help the business.
- He/she must also be personable and a good team player. Living relatively locally would be an advantage.
- Suitable remuneration will be offered to our preferred candidate, which in due course would include share options and a suitable bonus scheme, so the successful candidate can share in our success.

Sean Calnan
Operations Director
February 2018