



# Key Accounts Manager- Major Grocery

Classification: Exempt

3/38/2019

Supervisor: National Key Accounts Director

## Job Overview

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### 2 Towns Vision:

We aspire to create craft cider that is accessible to the people, utilizing the most advanced cider making standards, and quality Northwest ingredients, without being afraid to do things a little differently. Much like our product, 2 Towns as a company is fun, unique, and filled with energy. Our crew makes what we do possible, and we are committed to fostering an environment of fairness, empowerment, and security.

### Job Summary:

The Key Accounts Manager is responsible for supporting the Key Accounts team. This individual creates and maintains relationships with all of 2 Towns top retail accounts in outlying territories; helps the National Key Accounts Director to identify and communicate industry trends; helps propose and execute plans for promotions to drive sales; and occasionally acts as a liaison between distributors, chains, and 2 Towns Ciderhouse. Regular maintenance of account paperwork will be a significant part of this support position. A large majority of responsible chains will be based out of California and Washington as well as other outlying territories. The Key Account Manager will be required to participate in frequent programming and assortment meetings in each state as well as spend time in those markets working the market and building relationships at store level.

This individual must be self-motivated, highly organized, and detail oriented. The ability to balance friendliness with professionalism is required, as is a sincere dedication to the financial success of the company. A collaborative and "team player" attitude is essential, as is the ability to take direction.

## Duties & Responsibilities

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### I. **Maintain Records**

- Maintain and organize immaculate records and required forms for all accounts

### II. **Develop and Nurture Key Off-Premise Account Relationships**

- Provide positive, informative, and enthusiastic interactions with retail managers and representatives
- Take ownership of assigned off-premise chains and monitor assigned goals to ensure growth potential is fully capitalized
- Ensure proactive communication with accounts is maintained via reliable methods of communication and scheduled, regular check-ins
- Accurately and professionally convey the company and product information to existing and potential off-premise accounts
- Anticipate and meet the needs of the buyer for each account
- Produce new sales leads by approaching prospective accounts with samples and product information, log information received, and follow up on leads
- Help Regional Key Accounts Director design, organize, and lead presentations to attract new accounts

### III. **Develop and nurture distributor relationships**

- Establish regular communication with our distributor KAM team
- Provide KAM team with updated data, graphics, and presentations to ensure 2 Towns' vision is presented
- Meet quarterly to help present chain goals to distributor KAM team

### IV. **Communicate Marketing and Sales Trends**

- Keep a pulse on industry trends through research, identification, and prediction
- Use collected data to develop action plans to increase sales revenue
- Know how or be able to learn to interpret IRI and Nielsen data

### V. **Drive Sales Through Promotional Campaigns**

- Increase the 2 Towns brand awareness and product presence in other locales
- Design promotions to drive sales, using various marketing methods including planograms, floor and end cap displays, and product tastings

### VI. **Act as Liaison**

- Interface with assigned accounts and buyers as well as coordinate between assigned off-premise accounts and distributors

### VII. **Miscellaneous**

- Travel to other cities and states to represent the company. Most Chains will be based out of California and Washington
- Participate in frequent Crew Drives
- Understand key business and management concepts

- Communicate regularly with the Regional Key Accounts Director to provide updates on day-to-day activities
- Participate in monthly All Staff Meetings
- Participate in quarterly Cider Education opportunities
- Adhere to 2 Towns policies and procedures as described in the Employee Handbook at all times
- Follow all safety policies and procedures
- Other duties as assigned

## **Required Minimum Qualifications**

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- Must be 21 years or older
- 2 Years Previous Beverage Industry Key Account Management Experience
- Fluent with Microsoft Suite, Google Drive, and Internet
- Presentation experience in prior role or activity
- Education and Experience: Four-year Business or related degree
- Valid Driver's License
- Clean driving record
- Ability to occasionally drive for long periods of time
- Ability to travel to other U.S. cities
- Previous retail/grocery store/convenience store experience, and/or experience working for a distributor or a grocery store
- Excellent problem solving/analysis skills
- Self-motivated and self-directed attitude
- Ability to work independently as well as with colleagues
- Ability to move 35-lb short distances by hand, as well as heavier amounts using a hand truck

## **Desired Skills & Abilities**

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- Experience with both or either Alcohol or Non-Alcoholic beverage sales
- Previous Major Grocery Key Account Relationships is preferred
- Positive, outgoing personality with the ability to network and develop relationships with key contacts at each account and within the beverage/bar/restaurant industry
- Strong public speaking and interpersonal skills
- Demonstrated ability to manage multiple projects simultaneously
- Excellent organizational skills and attention to detail
- Thorough previous sales experience
- Experience with, or ability to learn to interpret, Nielsen and IRI data reports
- Enthusiasm to work as part of a dynamic team
- Ability to understand your audience and present yourself and content appropriately

## Physical Demands

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The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to sit; walk; use hands to move cases, reach with hands and arms; stoop, kneel, crouch, or crawl; talk and hear; visually count.

## Work Environment

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The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. This position will operate in a professional office environment as well as on the road. This role routinely uses standard office equipment. Due to the traveling nature of this position (about 35% of the position), some work will be done remotely. Travel is almost exclusively done outside of the local area and may be overnight.

## Compensation and Benefits

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2 Towns Ciderhouse offers competitive wages that will be determined by experience and qualifications. Benefits for full-time staff include health/dental insurance, 401(k), Paid Time Off, profit sharing bonus opportunities when applicable, 70% off product purchases, and quarterly merchandise stipend.

## HOW TO APPLY

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Please submit to following to [jobs@ 2townsciderhouse.com](mailto:jobs@2townsciderhouse.com) by 5p on Monday, April 15<sup>th</sup> 2019:

- Your resume
- A cover letter that describes relevant industry experience and why you want to work with Towns Ciderhouse

**Resumes submitted without cover letters will not be considered. Please, no phone calls about this position.**