



JOB DESCRIPTION

JOB TITLE: Sales Hero

JOB TYPE: Variable as per Letter of Engagement (Variable - afternoons and evenings)

LOCATION: Brewery is at 2/20 Gordon Road W, Osborne Park. Most activity is at venues across Perth. Home office a definite benefit.

REPORTS TO: Sales Manager or next senior role

MAIN DUTIES/RESPONSIBILITIES:

Your job is to represent Heroes and Villains positively and sell beer to retailers, hospitality venues and consumers. Specifically we will expect you to:

- Drive sales of Heroes and Villains products across allocated region
- Maintain and grow value of a portfolio of existing outlets and venues through relationship management
- Grow our portfolio of venues and outlets through cold calling, face to face meetings and prospecting
- Participate in branding events and in-store sales programs to grow brand awareness
- Be highly responsive to any inquiries about our brand or products
- Maintain a clear understanding of our products and value proposition
- Meet sales and activity KPI's
- Other tasks as directed

SKILLS & EXPERIENCE

Qualifications:

Essential

- Responsible Service of Alcohol (RSA) certificate
- WA "C" class driver's licence
- Own vehicle

Preferred

- Graduate level qualification
- Beer or brewing certification (Cicerone, level 3 certification)
- Manager RSA

Experience:

Essential

- Minimum 6 months demonstrated successful experience in sales or hospitality

Preferred

- Minimum 2 years demonstrated successful experience in sales or hospitality

Skills:

- Intermediate to advanced Microsoft Office skills (Word, Excel, PowerPoint and Outlook)
- Excellent verbal and written communication
- Success oriented
- Excellent telephone skills
- Organised and able to meet deadlines

PERFORMANCE GOALS:

- Achieve weighted sales scorecard
- Achieve minimum level sales activity (phone calls and appointments per week)
- Complete administration tasks on time
- Deal with clients, suppliers and other employees professionally at all times
- Ensure office is clean and presentable at all times