

Daredevil Brewing Company, a family owned craft brewery in Indianapolis, Indiana, is seeking an enthusiastic team member to be our brand manager.

### **About Daredevil Brewing**

Daredevil Brewing is a production brewery located in the Speedway neighborhood of Indianapolis. We started the brewery with one year round beer, Lift Off IPA, which quickly grew to become one of the best selling craft beers across Indiana, and today Daredevil is the one of the largest craft brewers in Indiana.

### **Position Summary**

The Brand Manager is responsible for representing Daredevil in market to our accounts across Indiana and directly managing a team of sales representatives. The BM will achieve volume, revenue, and sales results by establishing and maintaining account relationships and Point of Distribution (POD) goals.

### **What You'll Do:**

#### **Market Management & Planning:**

- Execute the Market Plan including: volume, distribution and visibility goals
- Set objectives and tactics to achieve goals by channel and market
- Manage budgets by market
- Manage Inventory and Point of Sale (POS)

#### **Market Development (Hunting):** Must be able to find new business by:

- Identifying and prioritizing opportunities for incremental volume
- Developing tactics to close identified opportunities through Distributor and Sales teams

#### **Selling:** Must be able to practice strong selling processes and selling skills to:

- Establish goals, "selling story", anticipates and handle objections
- Understand distributor and account needs through solution based selling

#### **Communication:** Effectively communicates internally and externally through:

- Creative and impactful wholesaler and sales presentations
- Professional and succinct correspondence

#### **People Management/Development:** Places a high priority on business and skill development through:

- Training, developing and critiquing the team and individual performance
- Developing High Potential employees
- Managing Market goals

#### **Administration:** Deliver and manage deadlines such as team and market reporting

#### **Motivating/Team Building:** Lead and have strong working relationships by:

- Establishing rapport with wholesaler, chain and major account contacts
- Instilling commitment and enthusiasm for high levels of performance
- Working cooperatively with others across the organization

**Knowledge:** Must be current and fluent in:

- Market and competitors to include: Distribution and Volume trends, Market Share, Wholesaler Network, Supplier Network
- Sales data and trends to include: opportunity gaps, customers, competitive activities, and distributor activities that affect the market
- IRI, Encompass and other data sources to evaluate business and make recommendations to retailers and distributors.

**Qualifications**

- Enthusiastic and outgoing with a positive attitude toward the craft beer business
- At least 8+ years of sales experience in the beer/beverage industry with experience at both a major distributor and supplier
- Strong understanding of 3-tier system and exposure to retail account marketing and management
- Excellent interpersonal and leadership skills including verbal and written communication to ensure clear and concise communication with management, co-workers and vendors/distributors • Ability to complete tasks with limited direction and supervision
- Excellent interpersonal skills and ability to operate effectively in a collaborative team environment
- Creative thinking and problem solving with the ability to develop and execute innovative strategies that increase sales and market share
- Computer proficiency in Microsoft Office Excel, Word, and Power Point. Past experience with VIP sales software a plus.
- Ability to travel as required • Willingness and ability to work some evenings and weekends
- Valid driver's license and clean driving record
- Must be at least 21 years of age
- High School Diploma/GED required

**Benefits**

A competitive compensation and benefit package including:

- Medical/Dental/Long Term Disability/Vision benefits
- 401(k) retirement plan with company match
- Paid time off
- Paid holidays

Equal Opportunity Employer - Daredevil Brewing Co provides equal employment opportunities to all employees and applicants for employment without regard to race, age, creed, color, religion, national origin or ancestry, marital status, sex, disability, veteran status, genetic information, sexual orientation, gender identity or expression, or pregnancy Please send your resume and short description of why you would be a great fit for the role to [shane@daredevilbeer.com](mailto:shane@daredevilbeer.com).