



## Director of Sales Job Description

### **Position Overview:**

Luna Bay Booch is poised for rapid growth and expansion and is seeking a sales management professional to lead the charge. The ideal candidate will be both a brilliant market strategist and have an infectious, charismatic personality that can develop, influence, and motivate staff, retailers, and distributor personnel. This position will report directly to the CEO. It is preferred that this candidate live in Chicago, Illinois.

To apply, please mail your cover letter and resume to [info@lunabaybooch.com](mailto:info@lunabaybooch.com) with a subject line indicating the role you are applying for.

### **Essential Functions and Responsibilities**

#### **Sales strategy:**

- Create a sales strategy for growth -- market share, sales volume and sales dollars -- that exceeds company goals
- Manage and grow key accounts and chain relationships
- Must be able to strategize margins and competitive impact
- Enable sales management tools
- Propose and manage an annual sales budget
- Lead pricing and promotion in collaboration with senior level management
- Work effectively with the CEO, director of marketing, productions team to forecast/meet market demand
- Oversee our distributor partners so that dynamic business plans are developed and executed effectively
- Decide on new hires and any sales team changes needed
- Set strategies in place in each market, provide real time feedback, and oversee all sales team performance
- Ability to coordinate brand information, supply POS material and keep lines of communication open with state's distributor network in order to better sell through products

#### **Account support:**

- Work closely with marketing to develop account related materials and planning weekly events
- Oversee direction for events and promotions to deliver greater brand awareness and stimulate sales
- Ensure sales team is calling on existing account base within area to obtain new distribution, execute promotional activity and increase market share
- Ensure sales team is soliciting new business to increase volume/distribution/share within the assigned area
- Identify retail opportunities and ensure sales team is selling/executing against those opportunities
- Ensure sales team is merchandising and servicing accounts according to brand standards including our Q/A measures



- Conduct staff trainings, and attend other events as needed
- Provide strong council to all sales team to ensure they are providing exceptional service to assigned accounts

#### **Leadership and management:**

- Manage and develop the sales team in line with Luna Bay's goals and objectives
- Exhibit work characteristics that set a high standard, encourage teamwork and open communication
- Motivate and lead the sales team to outperform the competition
- Attract and retain the best sales talent who meet the Luna Bay culture fit
- Provide senior level strategic counsel in terms of business decisions relevant to sales and growth

#### **Qualifications**

- Bachelor's degree
- 5-7 years experience in sales alcohol sales (preferred beer sales)
- Experience selling at the local, regional and chain level
- Strong verbal communication skills
- Proven success in leading, overseeing and overseeing a team
- Strong relationships with key customers and distributors
- In depth knowledge of state and federal liquor laws required
- Demonstrable time management and organizational skills
- Strong proficiency in Microsoft Word, Excel, Outlook, and PowerPoint
- Strong written, oral, and presentation skills are a must
- Organization and time management skills required
- Flexibility and positive attitude required
- Sense of humor. At Luna Bay we work hard – and we like to have fun while we do. Our employees enjoy and appreciate each other

#### **Work Requirements**

- Able to lift 30 pounds
- Participate in evening and weekend promotions as necessary
- Must be able and willing to travel

**Compensation:** Full time salary with bonus

**Benefits:** unlimited PTO, medical health care, work hard / play hard atmosphere, free booch!

#### **Disclaimer**

The above job description is meant to describe the general nature and level of work being performed. It is not an exhaustive list of all responsibilities, duties and skills required for the position. Employees will be required to follow any other job-related instructions and to perform other job-related duties requested by their supervisor in compliance with Federal and State Laws.



All job requirements are subject to possible modification to reasonably accommodate individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees.

Requirements are representative of minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the employee must possess the abilities or aptitudes to perform each duty proficiently. Continued employment remains on an "at-will" basis.