



Sales and Marketing Manager (New York/New Jersey/Connecticut)  
Full-Time  
Job Description

**Company Overview:**

Luna Bay was born out of a desire to make a change in the beverage industry – to be the first female-founded, non-GMO, gluten-free, vegan hard kombucha. Creating a sustainable, mindful, and conscious company and culture is a top priority of Luna Bay Booch.

**Position Overview:**

The Sales and Marketing Manager is responsible for driving sales in New York, New Jersey and Connecticut, meeting sales goals, leading field marketing efforts, executing dynamic events, and being a brand ambassador. Preferred for this position to live in close proximity to New York City for ease of travel.

**Essential Functions and Responsibilities:**

Luna Bay Booch is seeking a full-time ambitious, energetic and creative Sales and Marketing Manager to sell Luna Bay to on/off prem accounts in New York, New Jersey and Connecticut and drive general awareness. This is an entrepreneurial role in a rapidly-growing beverage start up. This candidate will work alongside both sales and marketing. This candidate must be passionate about growing the Luna Bay brand through the creation of meaningful experiences, dynamic activations and community involvement for key audiences (consumers, retailers & more)

The Sales and Marketing Manager must be highly organized, task oriented and a people person with an overall go-getter attitude. Hours may not always be traditional within the 9 to 5, but this person will be willing to do what it takes to bring Luna Bay into the hands of shoppers.

**Sales**

- Responsible for meeting monthly case goals
- Must possess a relentless attitude toward sales, someone willing to build relationships, find creative solutions and rarely take no as an answer
- Host samplings with on-prem locations to secure Luna Bay on their menu
- Secure new points of distribution
- Grow sales/presence at current accounts - through relationship building with the buyers + identifying opportunities for better shelf placement and ways to bring marketing efforts forward to improve sales
- Able to commit time to analyzing the sales data, planning routes and being smart with time to pre-plan for weeks to come
- Leverage Lillypad to track sales and strategize routes
- Serve as a champion of Lillypad helping roll this out to the broader sales team
- Work closely with our distributor (Scout) - going on ride alongs with their team and generally building this important relationship



### **Events/Promotions**

- Drive development and growth of the Luna Bay brand nationally through localized events + in-store sampling programs
- Support local influencer relationships serving as the brand ambassador for Luna Bay. This may involve dropping them product or meeting with them to discuss Luna Bay
- Create brand awareness through off/on-premise events and retail tastings and create a unique customer experience *to increase brand awareness, build customer loyalty, and ultimately drive in-store sales.*

### **Account Support**

- Ensure POS and other marketing assets are utilized in the field with correct programs; participate in the development of program-specific POS
- Maintain proper brand positioning to standard, guiding proper shelf management positions.

### **Misc.**

- With Luna Bay being a start up, there will be opportunity to hop into projects

### **Knowledge, Skills, and Abilities Required**

- Entrepreneurial, humble, passionate and determined.
- Energy and enthusiasm are critical.
- Must believe deeply in the brand and the brand mission.
- Able to function effectively in an intimate, entrepreneurial business environment and can work well with or without supervision.

### **Qualifications**

- Bachelor's degree
- 1-3 years' beverage industry/natural food/ spirits industry field marketing or sales experience
- Excellent written and verbal communication skills
- Ability to function effectively in an intimate, entrepreneurial business environment and can work well with or without supervision

### **Work Requirements**

- Ability to work flexible hours including nights and weekends
- Must have reliable transportation

### **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.