



Position Description: **Sales/Marketing Representative**
Territory: **Tidewater, VA**

The Sales/Marketing Representative will report to the KO Distilling Sales/Marketing Director and will be responsible for sales/marketing activities in his/her assigned area(s) and helping to build the company's brands. Specifically, he/she will be accountable and responsible for on-premise (restaurants, bars, clubs) and off-premise (stores) distilled spirits sales in an assigned area, which the company may change from time to time. He/she may occasionally oversee the activities of other KO Distilling personnel and third parties (e.g., 1099 tasting consultants, ambassadors, enthusiasts, volunteers, etc.) who provide the company with sales and marketing support (e.g., store tastings, on-premise promotions, festivals, other special events, etc.). He/she may also be tasked to work with and occasionally support other KO Distilling Sales/Marketing Representatives. The Sales/Marketing Representative will be responsible for establishing and nurturing on-premise and off-premise relationships and with increasing sales for the company. He/she must keep accurate records of all his/her on-premise, off-premise and related activities. At least 50% of the representative's time will be devoted to on-premise and off-premise outside sales activities.

Regular/Temporary: **Regular**
Full-Time/Part-Time: **Full-Time**
Exempt/Non-Exempt: **Exempt (i.e., salaried)**

Essential Functions:

- In any given assigned area, working closely and effectively with a distributor or broker, if any, to maximize sales opportunities and the building of KO Distilling's brands.
- Setting up schedules and appointments to obtain new accounts and to service existing accounts.
- Establishing new on-premise or off-premise accounts.
- Obtaining placements of KO spirits at on-premise and off-premise locations.
- As necessary and when allowed by state/local authorities, fulfilling orders to on-premise and/or off-premise locations (e.g., in Virginia, KO Distilling is able to deliver spirits to mixed beverage (MB) retail licensees which order and pay for KO spirits through the company's VA ABC Distillery Store).
- Effectively generating activation and pull-through of KO spirits through those accounts and placements (i.e., ensuring future sales).
- Booking and executing promotional events, tastings, on-premise staff training, and activities that will stimulate KO Distilling brands awareness and increase sales.
- As directed, supporting KO Distilling sales/marketing efforts outside his/her assigned area(s).
- Complying with federal, state and local alcoholic beverage rules and regulations.
- Developing and managing sales/marketing budget for his/her activities.
- Using existing company or developing new marketing collateral (e.g., product sheets, shelf talkers, tri-folds, table tents, recipe cards, etc.) for sales/marketing efforts.
- Planning advertising and promotional activities including those for print, online, social media, and direct mail.



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- Developing and recommending product positioning, packaging, and pricing strategies to produce the highest possible long-term market share.
- Monitoring competitor products, sales and marketing activities.
- Recommending and implementing sales/marketing strategies based on market research and competitor analyses.
- Building sustainable relationships with distributors/brokers, key accounts, and other retail licensees.
- Recruiting, hiring, training, developing and/or managing of personnel, including KO employees, third parties and/or volunteers, for approved sales/marketing efforts (e.g., store tastings, festivals, on-premise promotions, etc.).
- Working closely with President and other KO Distilling personnel, including those involved in distillery operations, customer experience, and office support.
- Maintaining complete and accurate records of his/her sales/marketing activities.

Non-Essential Functions:

- Other duties, as assigned.

Applicant Qualifications:

- Bachelor's Degree in a marketing, economics, finance, business administration or like field (strongly preferred).
- 3-5 years of sales experience (strongly preferred).
- 2-3 years of sales experience in the alcoholic beverages industry (strongly preferred).
- Proven ability to work with little to no supervision.
- Ability to be precise and detail oriented.
- Willingness to work some long hours, including evenings and weekends.
- Ability to communicate well.
- Proficiency in Microsoft Office software, including Word, Excel, and PowerPoint.
- Must have reliable transportation. If the transportation is a Privately Owned Vehicle (POV), must have a valid driver's license.
- Must be able to obtain and maintain any alcoholic beverages permit(s) required by a state or local jurisdiction (e.g., Solicitor's Permit).

EEO and At-Will Statements:

KO Distilling provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, genetic information, marital status, or military status in accordance with applicable federal, state and local laws. This position is an At-Will Position, meaning that the employer or the employee



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can end the employment relationship at any time, with or without notice, for cause or without cause unless there is a written, signed contract to the contrary signed by the company CEO or President.

Physical, Mental, Environmental Requirements:

This position will require the employee to stand, walk, bend, twist, lean over, and climb for extended periods of time. The employee will have to lift packages or objects weighing up to 50 pounds. This position requires the ability to reason and calculate, the ability to communicate orally and in writing. The environment will include an inside air conditioned/heated area as well as exposure to outside temperatures on occasion.

Candidates should be able to work flexible hours and shifts. This position is available immediately. Compensation package will be commensurate with education and experience; eligible benefits included such as paid holidays; paid time off (PTO); health, dental, vision and life insurance; a health savings account (HSA); and participation in the company's 401(k) plan.

Send your resume to bill@kodistilling.com.