



Job Description for

Date	1 st October 2026
Position	Business Development Manager - Alcohol
Reports to	Sales Manager
Hours	40 hours per week

Company Vision

“Partner of choice for Auckland’s foodservice”

Mission

Delivering Inspiration, innovation, creating culinary magic

Company Values

- Ownership –responsibility and accountability, we own it.
- Quality – in everything we do, be the best.
- Care – about our people and customers
- People - people and team work drive our success
- Passionate – in all we do

Overview

The primary responsibility of this role is:

- **New account acquisition:** Prospect and win new alcohol-buying customers within the branch's trading area (on-premise and off-premise), building and managing a structured new business pipeline.
- **Cross-sell into the existing customer base:** Identify Bidfood customers who buy non-alcohol categories but not alcohol, and convert them.
- **Supplier strategy & joint business planning:** Build annual joint business plans with key alcohol suppliers — agreeing volume/growth targets, promotional calendars, ranging priorities, and investment — and review performance against them quarterly.
- **Category development:** Work with suppliers on ranging and promotions; represent Bidfood at supplier and industry events relevant to the alcohol category.
- **Handover to territory reps:** Once a new account is on boarded and stable, hand it into the relevant territory rep's book (Block A or B).
- **Market and competitor intelligence:** Track competitor activity, pricing, and emerging trends (RTDs, low/no alcohol, craft, etc.) and feed insight back into range and pricing decisions.
- **Reporting:** Maintain an accurate new-business pipeline and report monthly on wins, pipeline value, and conversion rate.

Functional Relationships

- General Manager
- Sales Manager
- Sales Teams
- Purchasing Staff
- Despatch and Delivery Staff
- Warehouse team

Team Participation

- Actively engage and support a team culture of collaboration
- Support and participate in team building and development opportunities
- Provide back up support for team members when required

Key Responsibilities

- To maintain a regular, effective call cycle to new and existing customers
- To assist Account Managers within their defined areas to develop and grow alcohol sales
- To prospect and win new alcohol-buying customers, maintaining a structured new business pipeline and handing stabilised accounts into the relevant Account Manager's book
- To build and maintain joint business plans with key alcohol suppliers, agreeing volume/growth targets, promotional calendars and ranging priorities, in consultation with the Purchasing Manager and General Manager
- Direct and co-ordinate promotional programs, support tradeshow and branch specific promotional activities, in collaboration with Marketing and with General Manager approval for spend
- Measure effectiveness of promotional activities at branch level
- Recommend strategies to improve effectiveness at branch level
- Provide monthly sales analysis to track and identify opportunities for growth and engagement strategies for new or inactive customers
- To check and maintain GP% within Bidfood limits in the alcohol categories
- To ensure market prices and trends are detailed to Account Managers and other sales staff
- To regularly update new product information to customers and Account Managers
- Attend and present at regular sales meetings
- To assist in managing stock levels, margins and food safety standards
- To assist in sourcing products in consultation with the General Manager and Purchasing Manager
- Assist with stocktakes when required
- Be available for training courses, sales conferences and hospitality shows which may be held over weekends
- Be competent in the use of Realtime, Houdini and Excel in order to create and use reports

General

- Engage with all stakeholders with high levels of professional communication to strengthen the relationships and partnerships
- Assist other staff with sundry duties as requested.
- Maintain a high standard of dress and grooming so as to represent a professional company image to visitors.
- Be a role model for the Bidfood values, culture and expected behaviors at all times.

Key Performance Indicators

- Achieve Sales and margin budgets
- Category growth and penetration versus prior periods
- Focused list of prospect accounts including size of prize
- Compliance with Food Safety requirements
- GP% Other KPIs will be developed as the categories are established

Health & Safety

Under the Health and Safety at Work Act 2015 you are obliged to:

- Take reasonable care of your own health and safety, including reasonable care that others are not harmed by something you do or don't do.
- Follow reasonable health and safety instructions given by anyone at Bidfood, as far as you are reasonably able to.
- Cooperate with any reasonable Bidfood business policy or procedure relating to the workplace's health and safety.
- Ensure that all accidents, injuries near misses or hazards that occur at work or that affect your work are reported as soon as possible to your Supervisor/Manager or branch Health and Safety Coordinator.

Food Safety

- Bidfood has a HACCP based Food Control Plan (FCP), developed to meet the legal requirements of the Food Act 2014 and other Food Safety requirements
- You are responsible for following Bidfood's Food Safety requirements under the FCP. Please see the branch Food Safety coordinator for a copy of the FCP.
- You must immediately report irregularities or non-conformances using the standard operating procedure defined in the FCP.

The organisation recognises that over time employees will, through the natural process of gaining confidence in their ability and understanding of the systems, operate quicker and more efficiently at the job they hold. This will free up time that could be used to develop and enhance the skills, knowledge and abilities of the employee. As a consequence of this, and because the organisation is interested in developing each employee to their full potential, each employee, will from time to time, be asked to take on extra duties that are designed to upgrade their skills, knowledge and abilities. These extra duties will be discussed between the employee



and his/her immediate manager, and the decision to allocate them will be taken jointly.

I accept this position and its accountabilities and I agree to use the systems, to meet the standards and to produce the stated outcome.

Signature:

Date signed:
