

Position Description

Position	On-Trade Sales Manager
Department	Sales
Reporting to	UK/Ireland Sales Manager
Location	UK
Date	May 2025

Position Purpose:

To sell and promote Yealands Wine Group (Yealands) portfolio in the UK on-trade channel to grow Yealands brand presence and market share.

Key Relationships:

External	Internal
<ul style="list-style-type: none">Trade - Distributor buying, sales, marketing and distribution teams. Decision makers and managers in National, Regional and Independent bar, restaurant, and other hospitality businesses nationwide.Consumer - Engage consumers and promote Yealands portfolio at tasting and consumer shows.	<ul style="list-style-type: none">SalesMarketing and PRCustomer Services TeamFinanceWinemakingDistribution

Key Accountabilities & Tasks:

Product Training and Awareness

Work with the UK/Ireland Sales Manager to develop trade awareness of the product portfolio including:

- Yealands portfolio being top of mind with buyers, distributor teams and consumers.
- Specific product training to relevant sales staff and customers.
- Formal and informal presentations.
- Assist in building trade and consumer knowledge via in-store tastings and promotions.
- Assist in distribution of company communications covering product and industry information updates.
- In conjunction with the marketing team implement new product development (NPD), product launches, trade and gatekeeper initiatives.

Commercial

Setting and achieving sales objectives for your channel in your region in conjunction with UK/Ireland Sales Manager.

- Achieve and exceed territory sales volume, value, share and profit objectives.
- Ensure achievement of net average case prices communicated by Manager.
- Collaborate on, implement, and execute channel and customer growth strategies.
- Develop strong relationships with key trade personnel to leverage business.
- Develop brand and outlet activities to strengthen the super-premium, premium, and value portfolios
- Create outlet-specific plans and partnerships to secure space-volume slots, category listings, and promotions.
- Sell in new products as appropriate for outlet and ensure outlets are up to date with all NPD, vintage changes and new launches.
- Management of committed and exclusive stocks.
- Territory P+L monitoring and management.
- Weekly reporting.

Key Accountabilities & Tasks:

Customer Management

- Review objectives, deal with the decision maker, ensure all objectives and initiatives are covered off and negotiate a commitment to action, complete outlet review, merchandise as appropriate, note competitor activity, review forward planning, review all objectives covered off and update electronic call data.
- Implement consumer, customer and distributor sales team tastings.
- Hosting and engagement with decision makers at events and other Yealands engagement opportunities.

Training

- Attend product knowledge and commercial training courses as required.

Administration and General

- Create and implement trade marketing and promotional plans and reviews as required.
- Maintain and develop distribution records and customer information records (CRM), invoices, rebates and credits managed within agreed timelines and under budget guidelines.
- Manage and report on expense and trade expenditure and evaluate return on investment.
- Provide feedback, analysis and reports as requested.
- To perform other duties as needed which may sometimes be outside normal working hours and involve national (and occasionally international) travel.
- Always represent the company in a professional and ethical manner.

Health, Safety, Compliance & Standards

- Always abide by legislation and the company's policies and procedures whilst acting within the capacity as an employee or whilst acting on behalf of Yealands.
- In relation to Health and Safety, environmental management, ethics, quality and food safety responsibilities:
 - Comply with relevant legislation and related company's policies, procedures and standards are always adhered to.
 - Actively participate in related training.
 - Inform your manager where adhering to policies or procedures could be hard and if there is an improved or better way.
 - Report any improvements or incidents in Mango. Be available to help with investigations as needed, and any changes are implemented/adhered to.
 - Promote and engage in positive Health, Safety and Wellbeing, Sustainability, Food Safety and Quality cultures.
- Work with 'best practice' regarding food defence and food fraud procedures.
- Actively participate in audits as required.

Person Specifications:

Education

Essential:

- Good knowledge of winemaking, styles, storage, faults and the NZ wine industry.
- Good knowledge of the UK wine market structure and trends.
- Hold a WSET or equivalent wine qualification.

Preferred:

- University Degree or equivalent.
- Hold a WSET level 3 or above qualification.

Experience

Essential:

- Previous relevant sales training and experience selling either wine or drinks.
- Experience selling to national and/or regional on-trade businesses.

Preferred:

- Experience working with a national distributor, ideally Matthew Clark/Bibendum.

Specific Skills & Attributes	<ul style="list-style-type: none"> • Can do attitude, action oriented, attention to detail • Wine knowledge, passion and understanding • Integrity and trust, interpersonal relationships • Decision making, problem solving, priority setting • Customer focus, flexibility, negotiation skills, presentation skills • Perseverance, composure, time management, • Business acumen, computer literacy, analytical skills • Advanced written and verbal communication.
Core Competencies	<p>Performance</p> <ul style="list-style-type: none"> • Embraces the Health and Safety rules and regulations and applies the principles in all aspects of role. • Trained in and follows all SOPs to carry out the task. • Ensures all tasks are carried out efficiently and to the highest standards. • Performs tasks to a commercially acceptable speed. • Takes responsibility for the task. • Makes decisions and resolves issues within own capability. • Keen to learn new skills and apply abilities. • Careful, picks up problems quickly and rectifies. • Promptly reports issues with possible solutions. <p>Teamwork</p> <ul style="list-style-type: none"> • Is a team player and leads by example. • Fosters a positive working relationship with other team members. • Actively contributes as part of the team during meetings and team discussions. • Shares information; respects and supports others. • Performs fair share of workload. <p>Yealands Values</p> <ul style="list-style-type: none"> • Attendance and time keeping to an acceptable standard. • Acts with honest and integrity, willing to go extra mile. • Embraces the company mantra and builds upon the company culture. <p>Leadership</p> <ul style="list-style-type: none"> • Provides clear instructions and direction. • Proactively seeks to improve others' skills through training, coaching and feedback. • Resolves day to day issues and escalates to manager as appropriate. • Builds a supportive and cooperative team environment.

This position description is intended to describe the general nature and level of work being performed. It is not an exhaustive list of all responsibilities, duties, or skills required, and the employee may be required to perform other duties (that they are skilled to perform) as needed.

Employee & Manager Acknowledgement:

Employee Signature	Date	Manager Signature	Date
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