



PROXIMO

JOB DESCRIPTION

JOB TITLE: On Premise Specialist (Contract) – Toronto, Ontario

Summary: The On Premise Specialist will become a leader and influencer in Canada's most important on premise market, Toronto, Ontario. This candidate will sell the organization's products to established on premise customers, develop new distribution opportunities, secure cocktail menu placements, and will manage all brand building initiatives in a territory of targeted accounts. Reporting directly to Proximo Eastern Region Sales Manager, this individual will drive growth and share of business for the organization's spirit portfolio in this highly influential city.

PRIMARY JOB RESPONSIBILITIES:

- Manage a territory of customers, both key account & independent locations, executing brand building programs to achieve company objectives for distribution for well and back bar, and menu placement
- Collaborate with Proximo Brand Ambassadors and Ontario sales team to champion education in accounts through cocktail creation, and sampling consumers and staff
- Develop excellent relationships within Toronto on premise customers, and members of the industry, to achieve sustainable growth and increase share
- Create and present winning customer presentations that maximize scorecard return on investment (ROI) for Proximo in territory, and negotiating with customers within defined brand budget plan
- Use EZ Focus sales data and CRM tool to be an expert on account performance for Proximo and competitor portfolios, identifying opportunities to increase volume and value, and leverage brand sales to achieve more with each account
- Report performance, wins and competitor activity to internal stakeholders within monthly recap, and present to group of Provincial Managers within monthly Brand Day meeting



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JOB REQUIREMENTS:

- High level of professionalism and 1-2yrs industry experience
- Knowledge of LCBO and AGCO liquor regulations, current market trends and competitive landscape
- Post-secondary education with excellent computer skills and analytics capabilities
- Able to work evening/weekend hours, work related travel
- Disciplined sales approach, highly organized, with excellent problem-solving skills, and time management techniques
- Experience managing T&E and brand budgets
- Proficient in Microsoft office programs, and navigating EZ Focus sales reporting
- Possesses strong business acumen, excellent computer skills, and keen negotiating skills
- Possesses ‘Spirit of the Entrepreneur’

BRAND FOCUS:

- Elevate Proximo’s weighted distribution in premium and luxury Tequila segment with Maestro Dobel Cristalino and Cuervo Reserva de la Familia by over indexing on visible back bar placements and menu
- Continue to lead in this channel with deluxe Tequila, winning more than well distribution on Cuervo Tradicional and 1800 Tequila through cocktail education and staff engagement
- Become a leader in Irish Whiskey with focus on Bushmills and Proper Twelve Irish Whiskey with distribution and premium visibility back bar

TERRITORY FOCUS:

- All territory account based in Toronto city centre, including premium target accounts in each segment
 - Premium hotel lobby bar
 - Top 50 cocktail bar
 - Fine dining
 - Mexican authentic