

**SAME
CHALLENGE
DIFFERENT
ANSWERS**

SOMETHING
GLOBAL'S
BREWING

Tri-Cities Territory Manager (Retail Hybrid) - Carlsberg Canada Inc.

Company Background

Carlsberg Canada Inc. (CCI) is the Canadian Division of Carlsberg Breweries A/S which is the World's 3rd largest brewer and one of the fastest growing brewers in the World. With over 100 beer brands in our portfolio Carlsberg sells beer in over 140 countries world-wide while producing beer under license in over 40 countries.

Role overview

Territory managers build and foster strong customer relationships within a particular region. They design strategies aimed at growing regional revenue by satisfying customer needs and special requests. Territory managers use consumer research to maximize potential revenues and gain the loyalty of their clientele.

What you'll be doing

Reporting directly to the Retail Sales Manager, Responsible for the day-to-day Sales Representation of Imported/Domestic/ Craft brands; Carlsberg, Kronenbourg, Somersby, Tuborg, Waterloo, Landshark, Laker, Seagram, and Seth & Riley's Garage to non-Sales Rep coverage area Retail Trade partners (LCBO, TBS, LCO & Grocery) within Ontario.



Primary areas of responsibility include:

- Increase CCI Package distribution by securing new listings.
- Drive incremental volume through communication of promotional activity.
- Develop strong relationships and aim to be “best in class” in sales representation.
- Work with current franchise Off Trade partners to develop Brand growth opportunities while optimizing SKU representation.
- Implementation of ‘core’ brand practices Off Trade level to elevate brand status “Perfect Call steps”.
- Communication of Brand promotions and sampling activity to support Retail trade growth.
- Budget Management of resources
- Fulfilment of Merchandising requests to Retail partners in designated areas.
- Maintenance and development of Retail CRM system

What we’re looking for

- Minimum 3 years of sales experience
- 2 years of alcohol industry experience is preferred
- Computer literate
- Valid Drivers’ License
- Must be able to manage all aspects of the business / relationship
- Must be an excellent communicator and presenter
- Must be a dedicated dynamic self-starter
- **Must be highly motivated with a passion and drive for building the business.**
- Thrives in a highly competitive environment
- Loves a challenge

What you can expect

We’re asking for a lot, but you’ll be well-rewarded with:

- Continuous learning: Support from mentors and formal training programs
- The potential to develop your career, also internationally
- A truly purpose-driven company with an ambitious strategy
- An informal and social work culture with passionate colleagues

Interested?

For further information about the role, please contact Steven Jakiela, Sales Manager (Western Ontario), Carlsberg Canada (steven.jakiela@carlsberg.ca).

To apply please forward your application incl. CV to P&C Talent Acquisition Specialist (Akshata.Redkar@carlsberg.ca)

Deadline for application is Dec 7th, 2023. We read applications continuously so apply as early as possible. We look forward to receiving your application.

Carlsberg Group: Brewing for a better today and tomorrow

For us success has always been in the diverse mix of our people, our beers and our brands. At Carlsberg, we want to recruit and develop people with a global mindset, cultural understanding, and international experience to ensure that our organization stays agile, inclusive and prepared for future growth. Only by acknowledging and harvesting from different perspectives and experiences, will we gain competitive advantage and leverage the effect of diversity for business growth. Carlsberg aims to create equal access to opportunity regardless of social identity, and we encourage everyone to apply regardless of gender, nationality, race, religion or any other characteristics protected by law.