



Job Description

Job Title: Regional Sales Manager – NE Canada

Department: Sales

Classification: Exempt/Salary

Reports to: Director, North American Sales

Job Qualifications:

1. Brewing experience or home brewing background (minimum 2 years).
2. Sales experience with a proven track record managing and growing revenue and profitability.
3. Strong business acumen and excellent communication skills.
4. Multi Lingual – French and English language proficiencies required.
5. Passion for hops and an interest in working for a grower owned hop supplier.
6. Experience and knowledge of the brewing industry.
7. College degree preferred, but not required.

Job Summary:

This position reports to the Director, North American Sales. The role involves executing a successful sales strategy to increase market share within the geography NE Canada and becoming an ambassador for the brewing industry. The role requires individual initiative, organizational skills and willingness to travel throughout the assigned region, while working in a team environment. The individual must have experience in the brewing industry and sales or marketing experience.

Job Duties:

Major Responsibilities:

1. Travel extensively throughout the region to build relationships with new and existing customers.
2. Coordinate sales activities and represent Yakima Chief – Hopunion LLC at association meetings, trade shows and brew festivals.
3. Work directly with brewing partners to expand sales and execute on channel strategy.
4. Participate in Hop & Brew School and the hop selection process during harvest.
5. Communicate with customers to facilitate the sale of hop products, lab analysis services and downstream extract products.
6. Address complaints, special requests and respond to contract inquiries.
7. Work directly with customers to explore forward contracting options, volume discounts and formulate multi-year hop contracts.
8. Communicate new product opportunities, industry trends and customer feedback to appropriate company staff.
9. Develop and execute a sales and relationship management strategy for the territory.
10. Work with sales and marketing staff to initiate creative marketing and promotional plans.
11. Proactively seek continued education for the beer and hop varieties, brewing techniques and downstream extract products.
12. Maintain sanitary and safe work environment.
13. Follow safety requirements.
14. May actively participate on company's Safety Committee.



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15. Ensure that company safety policies as well as federal, state and local safety and environmental regulations are observed.
16. Must have a complete understanding of company's policies, SOPs, QPs, EPs, HACCP and cGMP to ensure quality, safety, efficiency and sustainability.
17. Must adhere to all company policies.
18. Examine documents, materials, and products and monitor work processes to assess completeness, accuracy and conformance to standards and specifications.
19. Follow all SOPs in a given area.
20. Perform all other duties as assigned by Manager and/or designee.