



## Employment offer

**Title:** National Chain Director (1153)

**Workplace:** Eastern Corridor

### Company background

Geloso Beverage is a small business beverage importer. We offer a broad-based portfolio of beverages in key categories.

### Position Summary

The National Chain Director works with Senior Chain Team to develop strategies and programs for Key National Account business.

### Overarching Roles

- Manage Chain Team to execute successful product programs.
- Manage successful launch of new products.
- Manage & Increase brand visibility and sales.
- Strong leadership and representative of Geloso Beverage portfolio brands at all times.

### Primary Roles

- Develop annual business plans as it relates to chain business both small and large format in accordance with total company goals.
- Establish priorities in building distribution of our brands by chain/region.
- Work in concert with sales team to support distributor programming in chains.
- Target and track new accounts and product placements.
- Tracking and reporting all work successes on a weekly basis.
- Maintain and build strong rapport with GBG sales team and distributors.

### Competencies

- Analytics – Proficient knowledge of IRI, Nielsen, and VIP data in order to support selling techniques with chain team.
- Must be strong communicator, orally and written with experience of successful persuasive presentation skills.
- Effective problem solver. Can identify and solve problems in a timely fashion.

### Expectation Indicators

- Provide market insight and recommendations against the target account list and update as needed with new account openings, new opportunities, etc.
- Competitive tracking: report on competitive activity and watch for market trends.
- Present to and engage GBG Sales team and distributors at meetings, while sharing upcoming priorities, events and brand initiatives.

### Desired Skills and Experience

- Minimum of 5 years' experience in National Accounts related beer business.
- Emphasis on small format knowledge and experience.
- Proven track record of success.
- Diverse knowledge of National Account business and various go to market methods.
- Strong written, verbal and public speaking skills.
- Proficient in Microsoft Excel, Word, PowerPoint, Outlook and Web-based reporting tools.
- Proficient knowledge in using and understanding IRI and Nielsen data.
- Clean driving record and proof of automotive insurance.
- Position contingent upon successful completion of background check.



## **Employment offer**

### **Communication skills**

- Excellent interpersonal skills, diplomatic, persuasive, strong negotiating skills
- Clear communication of key objectives to staff to achieve goals.

### **Results focus/Teamwork**

- Hands-on approach with can-do attitude; problem solving; resourceful; ensure constructive accountability for actions; collaborative but decisive
- Proven ability to manage distant and high-level relationships with customers and distributor leadership.

Please forward your resume to: [hr@groupeomni.com](mailto:hr@groupeomni.com)

Please indicate reference #1153.