New Market Development Specialist

Position Title: New Market Development Specialist
Reports To: Marketing Director
FLSA Status: Exempt – Salaried
Full Time: Yes
Direct Reports: Yes – Part Time and Seasonal Brand Representatives (Event Staff)
PPE Requirements: Safety Glasses as required
Other Specifications: Some physical requirements – driving/lifting/carrying 58lbs.

The New Market Development Specialist will support the sales growth and development of Ale-8-One brand loyalty in new and emerging markets. This self motivated individual will research new markets, create and evolve the new market playbook to Ale-8’s strengths, and utilize social media, PR and other effective communication to support sales results in assigned territories. This specialist has sole responsibility for the strategy, planning, budget, oversight and execution of all promotional, sampling, and customer events in new and emerging territories and will recruit, hire, train and manage teams of Brand Representatives in each territory.

Essential Functions of the Position:
• Develop and maintain brand loyalty and support product sales in new and emerging markets
• Recruit, hire, train, schedule and manage small teams of part-time Brand Representatives in new and emerging territories.
• Develop and execute a strong training program for Brand Representatives – heavily focused on ability to sell our product, and develop brand loyalty to Ale-8-One with an emphasis on safety.
• Lead new market plan development, including market analysis of retailers and competition, identification of key marketing partners and strategies that are market specific (events, universities, PR and social media, media outlets, and community influencers).
• Identify key marketing areas for mixer strategy development, including brand equity building retail outlets and events.
• Effectively manage multiple markets with timely reporting of results.
• Learn, implement and utilize the Beatrix Scheduling system.
• Non-traditional work schedule including nights, weekends and some holidays, including the ability to work a flexible schedule and be readily available for last minute events and assignments.
• Requires 50% travel.

Preferred Experience and Background:
• 2-5 years work experience in Marketing, PR, Events or Communication field
• Bachelor’s degree
• Supervisor experience or experience with oversight and accountability for the work of others

Key Position Requirements:
• Self motivated, self directed, driven individual with the ability to work independently and produce excellent results
• Creative problem solver who can exercise the use of independent judgment
• Ability to create an effective strategy for new and emerging territories from the ground up and execute according to plan
• Excellent event strategy, planning and execution skills
• Strong verbal and written communication skills
• Project management experience a plus
• Ability to motivate, direct, coach and hold accountable, a team of direct reports
• Strong team player and leader who is pleasant and promotes teamwork and positivity in the workplace
• Meet Ale-8-One’s Behavior Standard – to maintain a positive work atmosphere by acting and communicating with integrity and in a respectful manner with employees, co-workers, managers, customers, the public, and all business relationships.
• Ability to be flexible and adapt to changing organizational and operational needs - Ale-8-One is experiencing growth, which requires employees to wear multiple hats and take on new responsibilities as the business requirements demand.
• Proficient in Microsoft Office Suite and computer-based applications including Excel and PowerPoint
• Reliable transportation with proof of auto insurance
• Must maintain a valid driver's license with a safe driving record.
• Must be willing to work in multiple customer venues including bars

Physical Requirements:
• Must be at least 21 years of age
• Must be able to lift and carry 58 lbs
• Must be able to sit, stand, walk and drive for long periods of time
• Must be able to bend, twist, squat, reach over the head, lift and carry
• Must be able to safely operate a motor vehicle
• Must wear safety glasses when required
• Must maintain an appearance that aligns with Ale-8-One's Brand Image.

This is a full time position with competitive benefit package, including medical, dental, vision, company paid life insurance and company paid long term and short term disability insurance. Benefits also include 401(k) and Roth 401(k) with a company match and vacation time. This is an exempt, salaried position. Ale-8-One is an equal opportunity employer.

Ale-8-One, the soft drink unique to Kentucky, has been bottled in Winchester since 1926. We are a family owned and operated soft drink sales, marketing, production, distribution and vending company with 100 employees. For more information about Ale-8-One Bottling Company and our products please visit us at www.ale-8-one.com or www.facebook.com/ale8one.