



SALES MANAGER — COLBIER BREW CO.

LOCATION:	Liverpool: Hybrid working (on-site at the brewery in Bootle, travel required for sales visits, and remote working)
SALARY:	Real Living Wage £26,208 + commission (OTE £35,000)
CONTRACT TYPE:	Permanent, full-time
HOURS:	40 hours, Mon-Fri (flexible) with the occasional evening/weekend
START DATE:	As soon as possible

ABOUT COLBIER

Colbier Brew Co. is a small, independent brewery based in Liverpool and founded in March 2024. We are a small team, led by our values, ambition and passion for both good beer and good music. We now have an exciting opportunity for someone to join us on this journey, and help take our brewery to the next level.

Colbier is beginning to establish a reputation for itself within the indie beer industry, having won 4 SIBA awards for our beers, as well as being named the UK's Best New Independent Brewery at this year's SIBA Business Awards. At Colbier, we strongly believe in community: for us, this means bringing people together and connecting with others, supporting other small independents, both in Merseyside and across the North, and always leading with kindness and respect. We are also on a mission to make beer more accessible, in an environment where everyone feels welcome, no matter how different our backgrounds may be.

We run a 20HL brew house, producing a diverse range of beers in cask, keg and can formats, all packaged on site and distributed locally across the North West and around the UK. As we don't yet have our own taproom, our main route to market is our trade customers, as well as some wholesale and through our online store. We focus on producing quality, sessionable beers that our customers will come back to time and time again, preferring to stay true to the styles that inspire us, and not looking to push the boundaries too far.

JOB DESCRIPTION

We are seeking a driven and conscientious salesperson with a passion for beer to join the Colbier team in Liverpool as our Sales Manager. With a background in sales, preferably within the beer/drinks industry, as Sales Manager you will grow our customer base across the North and beyond, consolidating regular, returning customers by building lasting relationships with publicans and other trade customers. We are looking for a people person who is outgoing, confident and professional, with the ability to form strong customer relationships from scratch and continue building the brewery's reputation. As the first point of contact for brewery sales, you will be an ambassador for the brewery, able to represent both the values at the heart of our business and the quality of our products. You will need to be proactive and well-organised, self-motivated and ambitious, responsible for finding, contacting and following up on new customer leads. The role will also involve participation in trade events, including meet-the-brewers, beer festivals and brewery collaborations, which means some evening and weekend working will be required.

KEY RESPONSIBILITIES

- Account management of existing and new clients
- Grow the brewery's trade customer base, expanding into new areas
- Secure and maintain permanent and rotational tap lines
- Seek out and convert new business leads, identify new markets
- Track sales against targets, provide clear and regular progress reports
- Complete all associated admin on Breww: process orders, manage discounts, update leads, etc.

- Regularly report feedback from trade to help determine brewing schedules in line with demand
- Embody Colbier's values, representing the brewery in a professional, genuine and passionate manner

ESSENTIAL CRITERIA:

- Proven sales experience, ideally in a trade-facing role
- Strong IT skills and proficiency in using Breww (or a similar CRM system)
- Initiative, a proactive and organised approach to time management, and an ability to work efficiently both independently and as part of a team
- Excellent customer service and communication skills
- A keen interest in beer, or a strong willingness to learn all about it
- Willingness to travel across the UK for sales visits, primarily in the North of England, occasionally beyond, particularly as the company grows
- Availability to work some evenings and weekends throughout the year for trade events
- Full, clean UK driving licence

DESIRED CRITERIA:

- Experience working within a brewery or within the hospitality sector
- Contacts with UK-based trade customers (pubs, bottle shops)
- Experience within the export market

WHY WORK FOR US

We know that this job can be really fun, rewarding and fast-paced, with no two days the same. Here are just a few examples of what this job can offer you:

- Make a real impact in a small but growing independent business
- Work closely with and alongside the small team of founders, with opportunities to pitch your own ideas and to help shape the sales strategy for the business
- Gain an awareness and understanding of all aspects of brewery operations
- Become part of a kind and diverse community of passionate, creative and like-minded people
- Working in beer is fun! You get to participate in collaboration brew days, as well as lots of fantastic trade events, such as beer festivals, tap takeovers, meet the brewer events and trade fairs, including SIBA BeerX
- Flexibility – we understand that everyone's lives are busy, and that true job satisfaction means work fitting in around your life, not the other way around. We are therefore happy to find a working pattern that suits you, with the possibility of some homeworking around on-site working and sales days.
- Lots of free beer! As well as a friends and family discount on cans
- Generous commission on top of a stable, real living wage
- Generous holiday pay, including a day's paid leave on your birthday
- Potential of an equity share agreement further down the line

We strive to make the beer world more diverse and inclusive. We are committed to ensuring a fair recruitment process, and welcome applications from people from all backgrounds. If you have a disability which means that you'd benefit from any adjustments to the recruitment process to help you perform at your best, please do let us know.

To apply, please send your CV and a covering document to info@colbier.co.uk, or give us a shout if you wish to hear more or have an informal chat with us about the role.

Closing date for applications: Thursday 12th June.

Interviews: Week commencing 16th June