

Family-owned drink company with a worldwide presence is looking for a **French speaking Sales and Brand Manager for the UK and Northern Europe**. You will be in charge of maintaining existing accounts and developing new business across the regions. You will be looking after the national distributors on each area, will train their sales representatives to become Brand Ambassadors, and will work with the end users (barmen). You will report to the International Sales Director based in France.

ROLE:

- Develop net sales and profit on the region
- Strengthen relationship with distributors and team with a strong focus on UK
- Develop joint annual business plan in close collaboration with distributors
- Driving the sales using to their distributor's sales representatives
- Steering the distributor's activity and reporting to the French Head Office
- Assisting the distributor with the promotion of products
- Identifying brand Ambassadors and coaching them to use our client's products in their cocktails
- Meeting end-users (B2B) to foster loyalty
- Organising tasting events and competition
- Evaluate potential new distributor and work on additional initiatives to grow business in new channels.
- Forecasting and setting sales budgets
- Liaising with the French office for logistics
- Invoicing clients and credit control

PROFILE:

- Fluent or intermediate French
- Ideally educated to degree level in business/ marketing or similar
- Previous marketing experience is most appreciated
- Previous experience within food and drink industry in the UK
- Ideally previous experience in working for a French or international company
- Autonomous and self-starter
- Strong communication and negotiation skills as well as organisation skills
- Clean driving licence

SALARY & BENEFITS:

Between £40k and £45k pa according to skills and experience
Performance related bonus