

**The Purbeck Cider Company**

Full time. 1 Year Fixed Contract. \*Renewed Annually on a rolling basis\*  
Hours: 45 hours per week  
Pension Scheme available  
Salary: TBC (depending on experience), plus discretional OTE and ATE bonus  
Holiday: 8 bank and public holidays, plus 20 days annual leave pro-rata in relation to your start date and hours of employment.

\*Please note, there will be an initial three-month probation period\*

**Company Overview**

Nestled in the heart of the Beautiful Purbeck hills in Dorset, we make the finest premium ciders using 100% single pressed British apples from some of Dorset’s long-forgotten traditional trees, including those in our own orchards.

14 years young, our business has grown from strength to strength, surviving Covid and increasing turnover year on year. We have an exciting, broad and diverse offering of SKU’s catering for both the on trade and off trade markets as well as direct to consumer sales through our website and ‘The Dorset Cider Farm’ tap shop. We have a dynamic team who are passionate about our brand and fantastic opportunities for rapid growth with existing infrastructure and skillsets.

Reporting to the Senior Sales Manager and Director, we’re looking for someone to drive new business by execution of Purbeck Cider Company’s sales strategy. You will also build and manage relationships with our existing customer accounts and be the eyes and ears for the company in the field. This is a pivotal role at an exciting time for the business where you will be able to put your mark on the territory, all the while ensuring +all of our trade customers are given outstanding customer service.

* **Key Responsibilities** (not an exhaustive list)
  + Achieve competencies to achieve full potential in current role and to prepare for future roles across PCC.
  + Collaborate with marketing team to define and deliver effective sales support
  + Deliver weekly planning and monthly reporting
  + Create and maintain existing direct relationships with key decision makers in top 30 accounts. Preparing account plans to ensure business is profitable.
  + Meet or exceed sales revenue targets while delivering required gross profit
  + Work with the team to deliver accurate monthly and annual forecasts to help plan buying of key ingredients and demand planning
  + Collaborate with other members of the senior team and relevant departments on product development and other initiatives to help grow the brand
  + Undertake tasting events with new and existing local customers
  + Monthly sales presentation to team.
  + CRM Updating e.g., adding and maintaining customer records
  + Manage & scrutinise budgets for account base, demonstrate ability to target spend within customer portfolio to maximise P&L opportunities.

-You may be asked to undertake alternative or additional duties as may be commensurate with your skills, experience and capabilities.

**What we’re looking for in candidates**

* Crave to make a difference
* Express their own ideas
* Passionate about adding value daily to the wider business.
* Eager to get involved
* Motivate themselves to be better at what they do and inspire those around them
* Strive to achieve today, what was planned for tomorrow.
* Every day is different, every day is exciting, and every day presents new opportunities!

**Now the sales stuff:**

* A proven track record in sales delivery, ideally within the Food and Drinks industry but not essential.
* Ability and appetite to deliver sales growth.
* Preferably experience of managing accounts.
* Strong customer focus
* Proactive approach
* Ability to work well individually and as part of a team
* Excellent interpersonal and communication skills, spoken, written and verbal.
* Highly organised and effective time management
* Computer literacy
* An understanding of GP, management accounts/P&Ls, stock, etc
* Hold clean UK driving license (essential)

**Why work for us?**

Purbeck Cider Company is dedicated to making amazing products whilst providing a vibrant, positive place to work. Our team enjoys a work culture that promotes trust, inclusivity, team-work and a continuous drive to improve and support each other.

**Benefits:**

* Bonus structure based on hitting revenue targets OTE and ATE
* Pension Scheme
* Staff discounts
* Team social events
* Opportunities for continuous professional development
* Company phone and laptop
* Company vehicle
* Flexible working
* Field based roll with requested attendance at HO on a monthly basis.
* Hours: Full time 45 hours per week Monday to Friday (including 30 mins per day for lunch). Some very occasional evening and weekend working may be required.
* Closing Date: 26th April 2024