



THE YERBA MATE CO.

A SUBSIDIARY OF GUAYAKI SUSTAINABLE RAINFOREST PRODUCTS, INC.

JOB DESCRIPTION

Job Title: Market Development Manager
Department: Sales and Distribution
Reports To: Director of Market Development
FLSA Status: Salary exempt

SUMMARY: The Market Development Manager will focus gaining new distribution, expanding distribution in existing accounts and key account execution to drive brand penetration in the assigned territory.

DUTIES AND RESPONSIBILITIES:

The following reflects management's view of essential functions for this position. Management may assign or reassign duties and responsibilities to this job as required.

New Business Development

- Actively identify and open new potential accounts through individual sales efforts and in partnership with local distributors to increase brand penetration and exceed sales targets
- Diligently pursue new opportunities to expand shelf space, add additional SKUs/facings, improve shelf and cooler placements
- Introduce brand into new chain accounts within territory where authorization has been obtained

Store Execution

- Support and monitor in-store promotion execution and display activity
- Ensure that brand is adequately merchandised according to POG and shelf/floor space allocation and address any issues with distributor
- Meet regularly with decision makers of chain and internally generated accounts to ensure optimal levels of service, sales, and brand support

Sampling & Brand Awareness

- Engage with Guayaki's internal network to convert leads from brand development campaigns into sales opportunities on and near university campuses
- Develop potential and new accounts through sampling efforts, where required

Training & Distributor Management

- Meet regularly with distributor to align on sales and execution priorities
- Provide brand-specific sales training to distributor through regular ride-along sessions in the trade (primary modality) and group classroom settings

Performs other duties as assigned by management

QUALIFICATIONS and REQUIREMENTS:

- Bachelor's degree or 5+ years of related experience; DSD (direct store delivery) beverage experience is ideal
- Demonstrated proven success in sales and account management growth in a customer / consumer facing business
- The ability to thrive in a highly competitive field sales environment
- Must be able to work independently and be able to travel regularly in assigned region
- Must have a reliable vehicle and smart phone
- Must be insurable by the company's automobile insurance carrier
- Ability to perform physical activities including lifting up to 20 lbs. individually and moving up to 50 lbs. with assistance, as required
- Proficient in MS Office
- Excellent communication skills with external customers, peers, supervisors, and internal supporting departments
- Embody the Guayaki Mission, Vision and Values
- Commitment to Guayaki's values of justice, equity, diversity, and inclusion (JEDI)
- Must be able to speak, read, write, and understand the primary language(s) used in the work environment