

BIG DOGS BREWING COMPANY

NEVADA BREWERY SALES AMBASSADOR

Job Summary:

Big Dog's Brewing Company's Sales Ambassador is an energetic and team-oriented member of the Big Dog's team with passion for craft beer and the ability to build strong relationships. Responsible for managing Big Dog's wholesale market presence, brand awareness, product representation and sales at on and off-premise retail accounts, with distributor partners, and at festivals and events throughout Nevada while working under the supervision of the company's Brewery Committee and the Executive Vice President/CFO.

Essential Job Duties and Responsibilities: (Additional duties may be assigned):

Wholesale Market Management

- Increase overall sales & consumption, brand presence & awareness throughout Nevada.
- Promote Big Dog's Brewing Co. portfolio, promote new products, and enhance potential sales of existing products.
- Plan and execute on and off premise promotions as required.
- Represent Big Dog's Brewing Co. at various community events, festivals, markets etc.
- Maintain ongoing positive interaction with distributor sales personnel and decision makers at accounts for marketing, education, and events.
- Achieve planned sales and distribution goals.
- Support and promote Big Dog's Brewing Co.'s mission and company culture.
- Operate effectively within corporate and budgetary guidelines.

Business Partner Management

- Maintain strong positive relations with key accounts and distributor partners regarding products and events.
- Develop new business and grow existing accounts within Nevada and develop a plan to improve or establish business with such accounts.
- Track and monitor success of our products in all identified accounts within Nevada.
- Develop, manage, and execute marketing and brand awareness programs to support placements, including promotions, food pairings, tastings, merchandising, POS, and special events.
- Monitor distributor inventory and depletion including acquiring Distro reports weekly and delivering to Brewery Committee.

NEVADA BREWERY SALES AMBASSADOR

PAGE 2

Company and Product Branding

- Work with Brewery Committee to enforce and promote Big Dog's Brewing Co. marketing goals at events and with business partners and accounts.
- Ensure POS material placement /proper merchandising of on- and off-premise accounts.
- Educate distributor sales personnel and decision makers at accounts regarding products and pricing.
- Organize and execute wait-staff/bartender educations, tastings, dinners & promotional events to promote new products or enhance potential sales of existing products.
- Maintain regular communication with key distributor personnel and fulfill needs as required (POS, tap handles, sell sheets).
- Ensure product quality through account calls & warehouse visits.
- Follow up at accounts to ensure our beers are properly labeled, represented, stored and served to our standards.
- Schedule regular ride-alongs with distributor reps and advise regarding seasonal/specialty beer releases and pricing.

Administrative Duties

- Communicate on daily basis w/ CFO and production staff regarding orders, trends, seasonal considerations and any sales related issues including weekly market visit recaps.
- Complete and submit weekly work & travel logs, including reimbursable receipts per Bug Dog's Brewing Co. format and accountable plan, to supervisor.
- Handle customer inquiries regarding product info and other questions.
- Compile monthly wholesaler updates.
- Submit monthly reports to Brewery Committee on performance in each of our key business areas and at key accounts.

Supervisory Responsibilities:

- This position does not have any supervisory responsibilities.

Education and Experience:

- Basic knowledge of the craft beer industry
- At least two years of sales or customer service experience in the alcoholic beverage industry and experience with distributor practices preferred
- Track record of excellence in sales
- Basic knowledge of beer offerings (flavors, ingredients, etc.) in order to answer questions from customers, as well as conduct tastings.

NEVADA BREWERY SALES AMBASSADOR

PAGE 3

Special Requirements:

- Must have ability and willingness to maintain flexible work schedules, as weekend and extended workdays are necessary.
- Occasional Northern Nevada travel required, including overnight stays.
- Must have own vehicle, valid Driver's License, current insurance coverage and clean driving record.
- Cicerone, or other Beer certification strongly preferred

Knowledge, Skills, and Abilities:

- Excellent interpersonal and communication skills to interact with customers, vendors, and coworkers in a professional manner.
- Self-motivated: Ability to stay motivated without supervision from superiors and a willingness to constantly work on self-improvement
- Excellent Time Management Skills – able to be proactive and take initiative
- Excellent organization and coordination skills. Able to manage priorities and routine functions effectively and efficiently
- Social perceptiveness – Being aware of others' reactions and understanding why they react as they do.
- Negotiation – Bringing others together and trying to reconcile differences
- Decision making skills -collect, assess and interpret relevant information and make sound judgment
- Some analytical ability to gather and summarize data, find solutions to various administrative problems
- Ability to gather data, compile information, and prepare reports.
- Ability to work independently and demonstrate initiative in meeting sales and revenue goals.

Equipment, Machines and Software Used:

- This position requires the regular use of a computer, ipad, printer, copier, cell phone, scanner, calculator, jockey box, kegs.
- Computer Software: Microsoft Office (to include Word, PowerPoint, Outlook, Access, and Excel), Zoho CRM, VIP, iDig, Ollie.

NEVADA BREWERY SALES AMBASSADOR

PAGE 4

Physical and Mental Requirements:

- Ability to stand for extended periods of time, walk, talk, listen, communicate, use of hands to grasp, handle or feel, push, pull, reach, crouch, kneel, crawl or bend, and perform repetitive motions of the hands and/or wrists.
- Ability to exert up to 150 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects.
- Ability to frequently lift and/or move up to 55 pounds, and be able to move kegs which weigh close to 165 pounds.
- Moderate mental and visual attention required for performing manual work, machine operations, set-ups, inspections, and adjustments that require frequent decisions to detect and adjust for variance from proper operation.

Environmental Conditions:

- The employee is subject to inside and/or outside environmental conditions. Working tasting events or festivals will at times require employee to work outside in windy, hot, cold or wet conditions to some extent. At times employee will need to work in refrigerated areas such as beer caves and merchandising units. Employee will need to work around crowds and be able to deal with challenging situations involving people and their behaviors in a responsible, yet friendly manner.

Disclaimer:

- All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.
- This job description in no way states or implies that these are the only duties to be performed by the employee(s) occupying this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by their supervisor.
- The company reserves the right to add to or revise an employee's job duties at any time at its sole discretion.
- This document does not create an employment contract, implied or otherwise, other than an "at will" employment relationship.