



**JOB TITLE:** Sales Representative  
**Location:** Kitchener Area - Territory

**DEPARTMENT:** Sales  
**Job Type:** Full-Time/Permanent

Proudly celebrating 25 years, Muskoka Brewery is a caring and open-minded Ontario Craft Brewery who is passionate about our brand, grassroots culture, and values. We are more than great beer! Inspired by the nature in our backyard, we feel strongly connected to each other, our customers and to our communities. We are about the road less traveled and adventurers at heart who love to venture off the beaten path. We are Muskoka Brewery, and we are here to make our mark, one glass at a time!

**We are currently seeking a passionate craft beer Sales Representative to join our Sales team.**

Reporting to the Sales Manager, Ontario West, the Sales Representative will be responsible for the development and execution of an aggressive sales plan for the defined territory within various channels, leverage and be an advocate for all Muskoka Brewery brands within the territory and build strong community relationships. Responsibilities include:

- Work closely with the sales leaders and with the tools provided to develop and implement an aggressive territory sales plan, identify key short and long-term volume driving opportunities in both the retail and on-premise sales channels, and take action to achieve defined targets. Retail includes LCBO, The Beer Store, Grocery, and Convenience/Agency. On premise includes Independent Licensees and Chain Accounts.
- Build collaborative partnerships by delivering more value than the competition through superior customer service, responsiveness, promotional support, and true understanding of each channel's business building opportunities.
- Through strong representation of Muskoka Brewery brands, heritage, and culture, self-manage the execution of the territory to demonstrate our commitment to quality and being the best in everything we do.
- Seek out opportunities to leverage marketing and brand building opportunities and cost-effectively manage customer relationships and budgets.
- Be a strong team contributor to the overall brewery's drive for success and growth through sharing of sales wins and insights, marketing opportunities and customer feedback.
- As the community ambassador of our brands, the Territory Manager is required to reside within the heart of the territory.

**ROLE REQUIREMENTS:**

The ideal candidate meets the requirements outlined and has a strong entrepreneurial and collaborative spirit; has a proven track record of building strong relationships through presentation and positive communication; and is a great ambassador of Muskoka Brewery's values.

- Successful completion of a College or University degree. Specialization in Business Administration, Sales, Marketing, or a related field is an asset.
- Experience in growing a territory in the Consumer Package Goods industry, alcohol beverage preferred.
- With a mindset of building relationships, the successful candidate will be a strong and down-to-earth communicator (verbal and written).
- This self-starter, will have a true passion of our Brewery, brands and culture
- Ability to authentically live our Brewery's values and maintain excellent relationships with fellow team members, industry members and our customers.
- Energetic, motivated, and diligent, this person has the proven ability to manage their time, clients and budgets while striving for continued growth and success in their territory.
- Effectively adapts to new technologies and resources including MS Office, MS Team, and ERP tools.
- Must be eager to learn, to grow, to manage chaos and to create fun. And then want to do it all over again in a way that is uniquely Muskoka.
- Proven clean and valid Ontario driver's license and abstract required during the interview stage.

#### WORKING CONDITIONS:

- Extensive field work with a home office base (vehicle/office tools provided).
- Occasional night/weekend work required to attend events
- Occasional Travel to the Brewery and other off-site locations

Our ideal candidate has a passion for our culture, our brand and being an active member of our team. Please submit your resume and cover letter by October 31<sup>st</sup> to [HR@Muskokabrewery.com](mailto:HR@Muskokabrewery.com)

We thank you for your interest. Only those shortlisted will be contacted. AT MUSKOKA BREWERY, WE WELCOME EVERYONE. WE PROUDLY STAND FOR EQUALITY, RESPECT, INCLUSION, AND ALWAYS SPEAKING UP. We are committed to providing a safe and dignified work environment for all employees and candidates, regardless of gender, race, ethnicity, sexual orientation, disability, neurodiversity, religion, or any other aspect of their identity. If you require assistance or a reasonable accommodation in completing the application materials or any aspect of the application process, please contact Human Resources.

