



## **KEY ACCOUNT MANAGER – WESTERN WA.**

Icicle Brewing Company is seeking a Key Account Manager to join our team in Seattle, Washington area. We are an Independent Craft Brewery located in Leavenworth, WA, the heart of Washington's Cascade Mountains.

We are passionate about our beer, our people, our customers, and our community. Our family loves bringing people together through great craft beer experiences every day. We are welcoming and inclusive and value relationships, quality, safety, integrity, and sustainability.

The Key Account Manager is experienced and is responsible for regional key accounts, maintaining long-term relationships with accounts, and maximizing sales opportunities within them. The Key Account Manager plays an integral role in new business pitches and holds responsibility for the effective on-boarding of new clients. They will also be responsible for the development and achievement of sales through the direct sales channel for Icicle Brewing Company.

The Key Account Manager will be responsible for planning, establishing, and implementing local sales strategies, goals and key performance indicators that support Icicle Brewing Company business objectives and revenue targets. They will also ensure alignment with the overall objectives of Icicle Brewing Company.

As part of their role, they will focus on growing and developing existing clients, together with generating new business, and act as the key interface between the customer and all relevant territories.

The Key Account Manager will be responsible for analyzing sales data and identifying crucial relationships of Icicle Brewing Company. The Key Account Manager will be changing the dynamic of relationships from vendor-buyer to a partnership and will be responsible for obtaining and maintaining long-term, key customers by comprehending their requirements. Finally, the Key Account Manager is responsible for managing key regional accounts, maintaining a long-term relationship with the accounts, and maximizing the sales opportunities within them.

The ideal candidate for Icicle Brewing Company will be apt in creating and maintaining strong relationships with strategic customers. Under the direction of the Icicle Brewing Company's VP Marketing & Sales, the Key Account Manager can identify needs and requirements to promote Icicle Brewing Company's solutions. The goal of a Key Account Manager is to contribute to sustaining and growing our business to achieve long-term success.

### **LOCATION:**

Western Washington

### **REQUIRED EXPERIENCE:**

- Minimum of 2-5 years of selling experience within the alcoholic beverage industry
- Prior experience calling, and servicing key accounts required
- BA/BS or relevant post-secondary education are preferred (emphasis in business, sales, and/or marketing is strongly desired).
- Basic knowledge of retail initiatives (particularly category management and information-based selling)
- Strong familiarity with syndicated data, software and measures is preferred

- Effective communications/presenting, follow-up, administrative and organizational skills
- Field and retail sales experience in the beverage industry or other consumer products industries
- Must have a valid driver's license
- Must have a willingness to travel and frequently travel for multiple days
- Ability to work late nights, early mornings, weekends, and holidays to support sales activities
- Must be near assigned base territory

**DUTIES:**

- Provide total account management: sell-in distribution, shelf, displays, price points, features and point of connection marketing locations
- Evaluate strategies and action plans against allocated budget; manage budgets
- Contribute to development and management of annual account plan
- Develops, cultivates, maintains new/existing relationships with accounts
- Acquire a thorough understanding of key customer needs and requirements
- Acts as a liaison between the supply chain team and other departments, sharing key information that enables the best decisions to be made in the appropriate timeframe.
- Ensure the correct products and services are delivered to key customers in a timely manner
- Serve as the link of communication between key customers and Icicle Brewing Company's Sales
- Resolve any issues and problems faced by customers and deal with complaints to maintain trust
- Play an integral part in generating new sales that will turn into long-lasting relationships
- Prepare regular reports of progress and forecasts to internal and external stakeholders using account metrics including weekly account visit recaps for distributors
- Perform all other duties as assigned

**WORKING CONDITIONS:**

Work is performed primarily in an office or similar type environment. Travel is expected to support wholesaler partners, account calls and conferences/meetings as needed. Frequent weekend and evening work are expected. May be exposed to temperature changes, wet or humid conditions, noise, vibrations, and other manufacturing/production related hazards when in the production and storage areas.

**COMPENSATION:**

- Competitive wage commensurate with experience
- Medical and Dental Insurance
- Professional Development and Educational opportunities
- Paid Time Off
- Company IRA matching
- Beer/food/merchandise stipend
- Fun perks such as access to ski passes, Seattle Sounders Pub Partner tickets and more!

**TIMELINE:**

Begin work as soon as possible

**PROCESS:**

Submit cover letter and resume to:

[info@iciclebrewing.com](mailto:info@iciclebrewing.com)

*Icicle Brewing Company is an equal opportunity employer. We prohibit discrimination and unlawful harassment based on age, race, color, national origin, citizenship, creed, sex, sexual orientation, gender identity, disability, genetic information, pregnancy, military status, marital status, use of a trained service animal, or any other protected characteristic as outlined by federal, state, or local laws. We celebrate diversity and are committed to creating an inclusive, equitable and just environment for all employees.*