

# Coastal Bend Distilling Co.

201 North Madison Ave., Beeville, Texas 78102  
www.coastalbenddistillingco.com



## MARKET DEVELOPMENT REPRESENTATIVE

**Job Description | Created April 12, 2021**

Grow a career in the spirits industry with Coastal Bend Distilling Co., a craft distillery located in Beeville, Texas. Coastal Bend Distilling Co. produces and markets a growing portfolio of eight spirits: Award-winning Live Oak Vodka, Lucky Star Gin, and Colonel Fannin Whiskey, and new productions in the pipeline Copano Bay Rum and La Lechuza Agave Spirit. In addition, we produce other specialty craft batches marketed for local non-distribution sales: Louisiana Purchase Single Barrel Whiskey and a Barrel Aged Rum.

We're proud of our distillery's values & quality products, and we are looking to hire a representative in San Antonio & Austin area to help expand awareness. Our distillery in Beeville was completed in late 2018 and includes state-of-the-art distillation equipment and safety engineering. We are a small team of seven, each dedicated to the quality of their craft/profession as well as the role our distillery plays in the greater community. It is seldom that distilleries are built in rural areas; Our foremost philosophical value believes that while it may be more challenging to grow market share from a rural region, our contributions to the local economy and job creation provides lasting value of greater consequence. We followed through on this promise to the local community by pivoting production to hand sanitizer for a good segment of 2020's Covid-19 pandemic. This provided a crucial need to our rural companies and to individuals who had no access to sanitizer resources. Throughout this period of uncertainty, we didn't let the crisis limit our business and we continued to innovate, producing 3 new spirits.

Since 2019, Coastal Bend Distilling Co. distributes to the wider South Texas region with over 30 accounts and operates a local tasting room for tours, craft cocktails and events. Coastal Bend Distilling Co. is a private family-owned and operated distillery. We have fun at work and we work hard to have a good time. Our hard work to date has paid off; We are at a threshold, ready to increase production to match distribution goals. To accomplish this, we are in need of a representative to continue growing & maintaining relationships with our distributor and accounts in the San Antonio and Austin areas. We attribute our success to our unique South Texas branding, our quality products, a well-developed marketing strategy, relationships, innovation, technology, and most importantly our people. Coastal Bend Distilling Co. is the perfect place for entry and mid-level candidates to compete and prove their merit in a

challenging yet highly rewarding industry. We encourage growth and provide opportunities for competitive salaries, commission based on sales growth or other identified metrics, a flexible schedule, flexible PTO, valuable networking, and modest benefits commensurate with other entrepreneurial start-ups.

The Market Development Representative will be responsible for achieving volume and distribution goals for our products sold in market. This role will build brands and relationships, maximize distribution and be the main point of contact for both on and off premise accounts. Initially, the Market Development Representative will need to cover a broad territory between San Antonio and Austin. Opportunities for growth or management may become available should successful work grow our territory to require additional representatives.

Additional responsibilities for the Market Development Representative include:

- Directly manage solutions to grow assigned accounts business, while driving results that deliver market share growth for Coastal Bend Distilling Co. brands.
- Achieve volume objectives for the brand as set forth by the supervisor/owner.
- Plan and implement programs to deliver distribution, merchandising, display, and retail promotional objectives.
- Develop mutually valuable relationships with assigned customers through understanding their key needs and requirements.
- Serve as the communication lead between key customers, wholesalers, distributors, and internal teams.
- Ensures retail prices are consistent and reasonable for our cost to product and desired market position.
- Monitor agreed upon Key Performance Indicators (KPI's) with key customers and internal teams.
- Support Marketing Director with brand building, programming, sponsorships, merchandising, and on-site activities.
- Visit distillery site in Beeville for scheduled meetings, trainings, deliveries, etc.

Required Qualifications:

- Bachelor Degree in business or related field
- Minimum 1 year of relevant professional experience
- A valid driver's license
- Ability and willingness to work non-traditional hours (nights/weekends)
- Strong planning & organizational skills
- Willingness to travel
- Must be able to obtain TABC serving certification
- Candidate must reside in or near the territory
- Must be able to personally pay or charge ordinary and necessary business expenses that will be timely reimbursed

Preferred Qualifications:

- Minimum 2 years sales experience; experience in the three-tier system is a plus
- Market development and sales analysis experience
- Strong ability to self-manage schedule to achieve results
- Experience building customer relationships