



## **JOB DESCRIPTION: Head of UK Sales**

**35 hours/week (hybrid working)**

**Competitive salary and benefits**

The Oxford Artisan Distillery is a craft distillery located in the city of Oxford. Working with heritage grains, not only are we producing uniquely delicious whiskies but also leading the revolution in tackling sustainable farming and grain production.

Now backed by Diageo drinks accelerator Distill Ventures, we have exciting growth plans both in the UK and across international markets.

### **Role:**

The UK Sales Manager leads a team focused on growing premium distribution and sales for our rye whiskies in the UK. The person in role is responsible for implementing a commercial strategy which meets our ambitious targets for growth and, with the wider Sales and Marketing team, maximizing new business opportunities and responding creatively to market trends.

The UK Sales Manager manages the London Sales Manager and (from FY 2025-26) a UK Brand Ambassador and reports to the Managing Director, Sales and Marketing.

### **Responsibilities:**

- Development and implementation of a long-term commercial strategy for the UK on and off-trade, to meet volume and revenue targets designed for growth
- Managing the UK P&L with support from the Managing Director, Sales and Marketing and the Chief Financial Officer
- Managing and supporting key national UK customer relationships
- Managing and developing relationships with route to market partners
- Preparation and presentation of proposals, including costings, to prospective new accounts in line with brand strategy
- Leadership, management and development of the UK sales team to deliver against company goals, including setting KPIs
- Delivery of a sales performance discipline using CRM, commercial sales tools, and online data trackers
- Responsible for monthly reporting to the company's senior team
- Willing to complete any other task deemed appropriate by the Management team



## Skills and Experience:

- Strong commercial acumen
- Experience of preparing and delivering commercial proposals to national customers
- Results-driven with a track record of turning analysis and problem-solving into opportunities
- Knowledge and experience of working with premium drinks brands
- Substantial experience of managing customer and partner relationships
- Proficient in running CRM tools
- Excellent presentation skills, either to a group or in a one-to-one situation
- A strong team player with drive and motivation to develop within a growing company – adaptable and willing to ‘get stuck in’ as part of a small sales team
- Able to work calmly but at pace under pressure
- Good people management skills and experience of managing teams

## Other essentials:

- Legally authorized to work in the UK
- Able and willing to work flexibly, including occasional evening and weekend work

*We believe that a diverse team of enthusiastic, hard-working, skilled & like-minded people is pivotal to success. Our employees help us make a difference & grow as a business. Therefore, creating equal opportunities is an intrinsic part of our recruitment process. We welcome applicants from all walks of life regardless of culture, ethnicity, gender, religion, sexual orientation and disability. So, if you're interested in joining us, we look forward to hearing from you.*