



On-Premise Chain Account Manager

Job Description

Updated 11-13-14

Department: National Account Sales

Reports To: National Account Sales Manager

Summary: The On-Premise Chain Account Manager will be responsible for developing and guiding the implementation of specific business plans, achieving sales and distribution targets, and for serving as the primary contact for a specific list of retail chains. In addition, the On-Premise Chain Account Manager will be responsible for account specific activation which will be in coordination with the Yuengling Sales and Marketing Departments. This position reports directly to the National Accounts Sales Manager.

Essential Duties and Responsibilities:

I. Account Management

- a. Develop, implement, and manage individual Annual Business Plans for each call point which would include, but are not limited to, volume and distribution objectives, investment/budget management, and management of all retail activation.**
- b. Perform the processes necessary to gain Yuengling Draft/Pkg authorizations and mandates, attain proper pricing, and grow volume within national and regional on premise chains assigned by management.**
- c. Responsible for communicating and coordinating with Field Sales and Sales Management to ensure proper wholesaler execution.**
- d. Responsible for coordinating efforts between national chain headquarters and regional offices as they pertain to local or regional sales execution.**
- e. Plan trimester marketing programs and monthly brand priorities for Yuengling Sales and Wholesalers in assigned chains.**

- f. Establish and maintain an effective call frequency for all assigned accounts.**
- g. Develop administrative capabilities to measure pre and post program analysis, competitive and DGY distribution, and maintain a pricing and tap survey database for assigned chains.**

II. Other Responsibilities

- a. To coach, mentor, and/or train DGY and wholesaler sales personnel on our competitive position in chains in their market place on an ongoing basis.**
- b. To provide a copy of all presentations to the National Accounts Sales Manager as directed, prior to making assigned chain buyer calls.**
- c. To provide a copy of all Post Call Reports to the National Accounts Sales Manager as directed, after making the assigned buyer call.**
- d. Maintain and keep all information confidential.**

Skills and Qualifications:

- a. Excellent organizational and interpersonal skills.**
- b. Proficient in Microsoft Office programs such as Word, Excel and PowerPoint.**
- c. Detailed oriented, with the ability to work independently or as a team.**
- d. Requires strong communication and presentation skills.**
- e. Requires knowledge and understanding of the three tier system.**
- f. Requires the ability to analyze statistical and syndicated data and be able to formulate selling objectives from them.**
- g. Performs additional duties and responsibilities as requested, directed or assigned by management.**
- h. Willingness to travel with frequency to make assigned Account, Wholesaler and retail calls.**

Education and/or Experience:

Bachelor's Degree preferred with a minimum of 5 years of experience managing the on-premise, and developing on-premise sales and distribution programs. Direct experience calling on national accounts is highly preferred. Preferential treatment will be given to candidates who possess an expertise of draft beer. Candidate must live near a major airport.

I, _____, have read and understand the above job description for the position of On-Premise Chain Account Manager for D.G. Yuengling & Son, Inc.

Employee Signature

Date