

HEINEKEN BRAND MANAGER

Burrows Lightbourn Ltd., a leading distributor of Beer, Wine and Spirits in Bermuda is seeking an ambitious individual who is self-motivated and has a keen understanding of the Beer Industry to lead the **Heineken** Portfolio. Reporting directly to the V.P. Marketing, the successful candidate will be responsible for operational activities, to include but not limited to brand management, purchasing, inventory, logistics as well as the development and implementation of Sales & Marketing activities.

The position has excellent growth potential for an individual interested in a career opportunity who can demonstrate communication and organization, while improving sales through customer service.

Primary responsibilities include:

- Maintain successful relationships with brand owners and trade for the portfolio of **Heineken** Brands.
- Evaluating sales methods, costs and results in relation to prior results & current market trends.
- Driving Sales growth by establishing and maintaining strategic partnerships while building a loyal customer base through social media, advertising, promotions and events.
- Work effectively individually as well as in a group environment, providing management, support, and guidance to the sales team for existing programs and new products.
- Providing regular presentations on Sales & Marketing plans to internal team and suppliers.
- Adhering to all company standards, policies, procedures, and business ethics codes.
- Other duties assigned by management.
- Profit & Lost management and maintenance of Brand Budgets.
- New product introductions and overall portfolio management.
- Required to call on accounts to support programs and sales.
- Take ownership of brand Profitability vs Targets.

The successful applicant must possess:

- Bachelor's Degree focused in Sales & Marketing and/or five (5) years related work experience.
- Extensive experience in supplier relationship management.
- Prior experience in a dynamic Sales & Marketing field.
- Strategic leadership & analytical skills plus business acumen.
- Broad computer skills and a sound working knowledge of Microsoft Office products.
- Research & Record keeping skills.
- Confidence in problem solving and making logical effective decisions.
- Managing internal and external market data.
- Solid understanding of statistics, sales analysis, and profitability.
- Ability to multitask and prioritize assignments to meet deadlines.
- Ability to work extended hours, evenings, weekends & public holidays.
- The ability to travel overseas for brand team meetings.
- A valid Bermuda driver's license, clean driving record & own transportation.

As a member of the Gibbons Group of Companies employees receive major medical insurance benefits, a contributory pension plan, group company discounts and access to an employee assistant program.



If interested in this career opportunity, please send a resume & covering letter, along with two employment references to: **humanresources@bll.bm**

Closing Date:
January 3rd, 2023