

## **On-Trade Specialist**

### **Work Location: Global**

Department: Sales

We're looking for a dynamic **On-Trade Specialist** to drive visibility, advocacy, and sales within premium bars, lounges, restaurants, and hotels. You'll be the face of the brand on the ground — building relationships, driving activations, and ensuring our spirits are always top of mind .

### **Key Responsibilities**

#### **Sales & Account Management**

- Manage and grow on-trade accounts including bars, pubs, hotels, and restaurants.
- Negotiate listings, visibility agreements, and promotional deals.
- Achieve monthly and quarterly volume, visibility, and activation targets.
- Build strong relationships with key decision-makers — bar managers, F&B heads, and distributors.

#### **Brand Visibility & Activation**

- Plan and execute trade activations, tastings, and brand-led experiences.
- Ensure brand visibility through POSM placement, menu listings, and staff advocacy.
- Coordinate with marketing and brand teams for in-bar promotions and co-branded events.

#### **Training & Advocacy**

- Conduct product training sessions for bar staff to strengthen brand knowledge.
- Act as a brand ambassador, ensuring our story and serve are consistently represented.

#### **Execution Excellence**

- Track outlet performance, placement, and activation ROI.
- Ensure compliance with local excise and trade marketing guidelines.
- Maintain and update CRM or reporting tools with outlet activities and feedback.

### **Market Intelligence**

- Monitor competitor activity, pricing, and trade trends.
- Share insights to help shape promotional strategies and product positioning.

### **What You Bring**

- 3–6 years of experience in **on-trade or trade marketing** within the Alcobev or premium beverage industry.
- Strong relationships across the hospitality and bar network.
- Excellent communication and negotiation skills.
- Passion for the spirits industry and a deep understanding of on-trade culture.
- Ability to work independently, travel frequently, and manage multiple activations.

### **What's in It for You**

An opportunity to be part of a high-energy, fast-growing spirits brand that values creativity, ownership, and hustle. You'll get to shape how the brand is poured, seen, and celebrated across the on-trade scene.

Sounds interesting, drop your bio at [hr@ihspirits.com](mailto:hr@ihspirits.com).