



**TITLE:** Market Manager  
**LOCATION:** New York Metro

#### **THE OPPORTUNITY:**

hint® water, one of the fastest growing beverage companies in the market, is looking for a dynamic, eager individual to join our team as a Market Manager. You will be responsible for managing a team of Area Sales Managers and Merchandisers in your market to ensure annual revenue and volume goals are met. This role is responsible for management of existing business as well as lead generation activities and new business development.

#### **WHAT WILL YOU DO?**

- Manage a team of Area Sales Managers (ASMs) and Merchandisers in your market to ensure plan numbers (volume and revenue) are met or exceeded
- Provide guidance to ASMs and Merchandisers about which stores to focus on and how to maximize sales in the market
- Be the main point of contact for local distributor, Big Geyser, at a senior level to ensure distributor management fully supports hint and that ASMs are leveraging distributor reps effectively
- Develop strategies to maximize sales in existing local chains and bring new local chains on board. Review strategies with Zone Director and support or lead execution where needed
- Manage local brokers and / or 3<sup>rd</sup> party merchandising companies (where relevant)
- Coach, train, lead and develop direct reports and field support team.
- Direct hiring, staffing, training and performance evaluations
- Use sales tracker provided by analytics team to develop improvement initiatives for market and review with Zone Director
- Ensure teams are appropriately using tools available to them (Repsly, BI tools (to come), other)
- Liaise with field marketing managers as needed to ensure demos and samplings are being conducted appropriately
- Work with analytics team to ensure accurate forecasting for Plan numbers
- Manage team in their continued pursuit of growth and market penetration
- Call on, manage and own all retail accounts within defined market in a variety of channels to include Natural, Grocery, and Specialty.
- Build and maintain high-level relationships with high valued retail customers
- Ensure efficient execution of existing and new promotional events and calendars
- Maintain and develop distributor network. Ensure you and team are penetrating distributor at all relevant levels to ensure maximum brand awareness and growth
- Influence, motivate, communicate and generate sales results to plan through yourself and team
- Ensure that all key strategies and objectives are executed as designed

#### **WHO WILL YOU WORK WITH?**

- **Manager:** Reports directly to the Zone Director, East
- **Direct reports:** Manage team of 6 Area Sales Managers and 2 Merchandisers
- **Local Team:** Liaise with the Field Marketing team to set up samples/ demos of hint® water at high priority/ high potential accounts (in long term). Work with hint Sales Marketing team to ensure team has all tools needs to perform in the trade.

## WHO ARE YOU?

The ideal candidate is an extremely organized and proactive manager, who is eager to improve team capability as a leader and also hungry to learn and make an impact as an individual contributor. This is a dynamic opportunity that will give the candidate exposure to numerous sales initiatives and marketing channels, with lots of potential for upward mobility.

- At least 7 years of relevant sales experience
- At least 3-5 years of managing and coaching sales team; leading direct reports
- Relevant experience calling on national/regional chain retailers in grocery and convenience channels
- Experience with project management and coordinating cross-functional teams
- Can demonstrate familiarity with the NY Metro Market, it's key retailers and customer demographics
- Strong experience working in Excel, Power Point, and Google Suite
- Strong Analytical skills
- General knowledge of digital media ecosystem
- Team player; works well in collaborative projects environments
- Takes direction well; can work independently in most situations
- Reliable, dependable, works with a sense of urgency
- Enthusiastic and genuinely interested in digital marketing trends
- Consistently demonstrates the highest standards of integrity and professional conduct

## WHO ARE WE?

**hint**® is a refreshing alternative to sodas, juice and other sweetened drinks and it tastes great! We are on a mission to help the world live a healthy lifestyle, both by offering our delicious products for consumption, and by supporting other healthy initiatives. Apparently, we have struck a chord, and our water is popping up in all sorts of places such as Time Magazine, the Academy Awards, on Grey's Anatomy and in the hands of fans such as John Legend, Steven Spielberg and Charlize Theron. **hint** was named one of the "15 Startups You Need to Know for 2015" by Forbes.

Founded in 2005 by former AOL Executive and Award-Winning Entrepreneur, Kara Goldin, **hint**® has expanded to over 16 delicious flavors and 6 flavors of **hintfizz**®, a line of unsweetened sparkling water. We recently introduced our third product line, **hint kick**™, marrying the same delicious fruit-kissed water with a light touch of caffeine! The leader in flavored essence water, **hint**®, and **hintfizz**®, can be found in fine grocery and retailers across the United States such as Whole Foods, Andronico's, The Fresh Market, Starbucks and Bristol Farms. **hint**®, can also be purchased online at [www.drinkhint.com](http://www.drinkhint.com) and Amazon.com.

The idea behind **hint** is simple: pure water, nature's original refreshment, accented with fruit essence. No sugar, no diet sweeteners. EVER.

HINT, Inc. is headquartered in San Francisco, California.

[www.drinkhint.com](http://www.drinkhint.com)

**If this sounds like you, please send cover letter and resume to Dan Riley, at [driley@drinkhint.com](mailto:driley@drinkhint.com).** Please include "NY Market Manager" in the subject line – thanks.

**We look forward to meeting you.**