

# Red Island Cider

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**Job Title:** Sales and Business Development Specialist

**Company:** Red Island Cider

**Location:** Charlottetown, PEI

**Job Type:** Full-Time

## About Us:

Red Island Cider creates high-quality, small-batch ciders using locally sourced ingredients. We are looking for a passionate and sales-driven **Sales and Business Development Specialist** to propel our cidery's growth and strengthen our brand presence.

## Job Overview:

We are seeking a sales-driven **Sales and Business Development Specialist** to drive growth and strengthen brand presence for our award-winning cidery. This role focuses on expanding the wholesale client base, the retail client base, building strong relationships, and driving sales across existing and new markets. Responsibilities include research, strategy and implementation of sales direction.

## Key Responsibilities:

### Sales & Business Development:

- Drive sales growth by actively pursuing new wholesale accounts, including bars, restaurants, and retailers, while cultivating relationships with existing clients.
- Develop and maintain a robust sales pipeline, focusing on consistent outreach to expand our presence in target markets.
- Research existing and developing markets. Build a sales strategy for 2025.
- Work collaboratively with distributors and partners to facilitate smooth market expansion and capitalize on new business opportunities.

### Events & Promotions:

- Plan, organize, and promote events such as tastings, product launches, and cider showcases to build brand awareness and customer engagement.

- Serve as the brand's face at events, embodying our brand values and ensuring a memorable experience for customers and partners.
- Coordinate event logistics with retail and wholesale partners, ensuring successful execution and alignment with brand standards.

#### Relationship Management:

- Build, maintain, and enhance relationships with wholesale clients, ensuring they receive the support and resources needed to promote our products effectively.
- Act as a liaison between wholesale clients and our CEO to provide insights and support for marketing campaigns that align with sales goals.

#### Social Media & Brand Support:

- Assist with social media content creation to engage customers, with a focus on showcasing our unique brand identity and product offerings.
- Collaborate with the marketing agency to align sales efforts with ongoing marketing initiatives, ensuring consistency in brand messaging and customer outreach.

#### Qualifications:

- Post-secondary education in a related field and/or equivalent experience.
- Passionate, results-driven salesperson with a track record in client relationship building.
- Enthusiastic about the craft beverage industry, especially cider, with a commitment to representing our brand professionally.
- Self-motivated, organized, and eager to help grow a dynamic company.
- Strong communication and interpersonal skills.
- Strong networking and relationship building skills.
- A self-motivated individual with the ability to manage multiple projects and work independently.

#### Benefits:

- Competitive salary. \$45,000 - \$60,000/Yr with Commission Benefits
- Flexible working hours.
- Help grow an exciting small business.
- Varied work roles and opportunities.