

CASTLE ROCK

BREWERY

Title: Direct Free Trade Telesales Executive

Location: Castle Rock Brewery, Queensbridge Rd, Nottingham, NG2 1NB

Hours: Full-time, 37.5 hours per week

Salary: £30,000, plus performance-related bonuses

Reporting to: Sales Manager

Closing date: Thursday 7th May

ROLE OVERVIEW:

As the Direct Free Trade Telesales Executive, you will be the first point of contact for our direct free trade customers, supporting order capture and account administration across phone and digital channels. You will manage day-to-day activity in our CRM system (Breww), coordinate closely with our Warehouse and Delivery teams and work with Sales and Marketing to ensure customers receive timely information and excellent service.

Key Responsibilities:

- Act as the primary point of contact for all direct free trade customer enquiries and correspondence.
- Capture orders and pre-orders via telephone, email and WhatsApp, ensuring accuracy and timely processing.
- Work flexibly around pub opening hours to maximise order capture and customer support.
- Maintain the CRM system (Breww), including processing orders, invoices and credit notes; keeping customer records up to date; and sharing customer activity and opportunities with sales representatives, including setting tasks.
- Coordinate with the Warehouse and Delivery teams to support effective delivery scheduling.
- Work with Marketing to prepare and distribute the weekly mailout.
- Process orders for Sellar, SIBA, The Beer Company, HUK and Molson Coors.
- Process pallet orders as required.
- Support customers with point-of-sale (POS) materials and related queries.

Brew Programme

- Liaise with the Brewery and Sales teams to help monitor stock levels and ensure a continuous supply.
- Liaise with Brewery and Sales teams to update the brew plan so product availability aligns with customer demand.
- Maintain live product listings and pricing on Sellar.

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Events

- Attend trade sessions at beer festivals and trade shows as required.
- Support the team with invitations and communications for company events.
- Build brand awareness with SIBA, Beer Company and HUK customers to support order growth.
- Support the Sales team, Top 5, and wholesalers with days in trade in other geographical areas as required.

Annual Leave Cover

- Process CRB pub orders on Sellar.
- Contact wholesalers to support order capture.
- Process pallet orders for collection as required.

What We Are Looking For:

- A proven track record in telesales, customer service or account administration (ideally within the hospitality, wholesale or drinks industry).
- Confident communicator with a professional telephone manner and the ability to build and maintain strong customer relationships.
- Highly organised and detail-focused, with the ability to manage multiple projects, prioritise and work to deadlines.
- Comfortable with technology, with strong IT skills and experience working with CRM and order-processing systems; strong working knowledge of Microsoft Office.
- Proactive, solutions-focused and able to work effectively with Sales, Marketing, Warehouse and Delivery teams.
- Flexible approach to working hours to support customer needs and occasional events.

Benefits

In return, we offer a supportive team environment, opportunities to develop your skills, and a range of employee benefits.

- Discount across Castle Rock pubs.
- Salary sacrifice schemes.
- Cycle to work scheme.
- Retail discounts.
- Comprehensive training and personal development.

To apply, please send your CV and covering letter outlining what sets you apart from other candidates to Ian Bogie (Sales Manager) at:

salesmanager@castlerockbrewery.co.uk