

Role Profile

Job Title: Customer Services Executive (On-Trade / IFT)

Reports To: Head of Sales

Location: Office-based

Contract: Full – time

Role Purpose

We're Renegade: Fiercely independent, we pour our passion into crafting incredible, unique, and bold beers with a focus on sustainability and community. Our diverse range offers an adventure in every pint, with a story waiting to be discovered.

The Customer Service Executive is a role responsible for driving sales growth, distribution, and brand awareness across Renegade Brewery's Independent Free Trade (IFT) customer base. Working closely with the Head of Sales and the wider sales team, the role focuses on generating incremental revenue through proactive outbound telesales activity, securing new listings, increasing order frequency, and reactivating lapsed IFT accounts.

The role plays a key part in maintaining consistent customer contact and supporting the execution of Renegade Brewery's On-Trade sales strategy.

Key Responsibilities

Telesales & Revenue Growth

- Proactively contact Independent Free Trade pubs, bars, and restaurants to secure new product listings and repeat orders.
- Drive incremental volume by promoting core range, seasonal products, and brand initiatives.
- Increase rate of sale within existing accounts by recommending appropriate range extensions.
- Reactivate lapsed or low-volume IFT customers through structured outbound calling activity.
- Support new product launches and promotional activity via targeted telesales campaigns.

Customer Relationship Management

- Build and maintain positive relationships with IFT customers through regular, professional telephone contact.
- Develop an understanding of individual customer needs, trading styles, and sales opportunities.
- Maintain accurate records of customer interactions, orders, and outcomes within CRM or sales systems.

Sales Team Support

- Work collaboratively with the Head of Sales and field-based sales team to support agreed territory and growth objectives.
- Identify and qualify new business opportunities, passing leads to field sales where appropriate.
- Support follow-up activity from field visits, events, and tastings.

Brand Representation & Market Insight

- Act as a brand ambassador for Renegade Brewery on all customer calls.
- Clearly communicate brand stories, product benefits, and point-of-sale opportunities.
- Gather and feedback customer insights, objections, and competitor activity to the Head of Sales.

Planning & Performance

- Manage call schedules effectively to maximise productivity within part-time hours.
- Work towards agreed targets for calls, listings, orders, and sales value.

Skills, Knowledge & Experience

Essential

- Previous telesales, inside sales, or customer service experience.
- Confident and persuasive telephone manner with strong communication skills.
- Understanding of, or strong interest in, the Independent Free Trade On-Trade sector.
- Organised, self-motivated, and able to work effectively in an office environment.
- Commercially aware and target-driven.

Desirable

- Experience selling into IFT pubs, bars, or restaurants.
 - Knowledge of beer, drinks, or FMCG brands.
 - Experience using CRM or sales reporting systems.
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Personal Attributes

- Proactive and resilient
 - Engaging and confident communicator
 - Customer-focused with a commercial mindset
 - Strong attention to detail
 - Passionate about beer, brands, and the On-Trade
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