



Position: Sales Associate, Trade and Events

Type: Full-time Contract

Reports To: Bill Wasserman, Vice President & Co-founder

Location: Remote in Kigali, Rwanda

Scope/Role: A craft distillery/agro-tourism site located at the foothills of the Virunga Mountains has opened in Musanze, Rwanda in December 2024. The first product is an award-winning premium craft potato vodka, Kari Vodka, made with unloved potatoes sourced from the Winnaz potato crisp factory and local farmer cooperatives. Virunga Mountain Spirits and Kinigi Table, our onsite restaurant, take pride in producing premium craft spirits and providing exceptional cuisine, beverages, and service to our patrons.

We are looking for an experienced Sales Associate to develop and maintain relationships with trade customers, such as top restaurants, bars, hotels, liquor stores, beverage retailers, sports and conference venues in Kigali and other parts of Rwanda, excluding Musanze. The Sales Associate will also identify and solicit clients who may be interested in hosting private, corporate and social events at the Virunga Mountain Spirits site.

The Sales Associate will drive and grow revenue by establishing a positive rapport with customers, understanding their product needs and mutual growth opportunities. She/he will: drive demand creation, manage client relationships, be accountable for sales targets; develop sales plans and projections; and, provide input to demand planning and marketing for company management. The compensation will be primarily commission-based.

Responsibilities:

Sales Territory: Kigali Plus

- Drive revenue growth and demand creation by establishing and maintaining long-term relationships with new and existing trade customers
- Develop and maintain client calling plans, prioritizing clients based on sales potential in a way that continues to position Kari Vodka, and any future spirits products, as a premium consumer brand
- Work closely with the Production and Marketing teams to ensure customer satisfaction; monitor deliveries and timelines to ensure customer's needs are met
- Accountable for monthly/quarterly/annual sales targets and timely reporting on progress against plans to management
- Work collaboratively with customers to track sell in and sell through rates and forecast future purchases to maximize sales opportunities for VMS
- Provide monthly demand plans to VMS management based on customer forecasts and new prospect sales
- Continually monitor levels of inventory on hand; understand production lead times for the purposes of fulfilling customer orders
- Monitor status of receivables and customer payments and assist management with collection of payments, as needed
- Provides input to Marketing plans based on customer feedback
- Contribute to and host tasting and promotional events in line with Brand strategies
- Solicit feedback from customers on product quality and other potential issues
- Introduce corporate and other clients to VMS as a destination for retreats, events, social gatherings, etc...
- Participate in periodic management meetings on the overall state of the business and sales progress

Required Qualifications:

- Minimum of three-years work in food and/or beverage sales
- Business-related educational background strongly preferred
- An outstanding work record, including job performance and attendance
- Fluent English language skills, oral and written, a must
- Demonstrated mathematical (addition, subtraction, multiplication, division) and computer skills
- Willingness to adhere to VMS business standards of quality and efficiency
- Excellent problem-solving, organizational and interpersonal skills
- Cultural competence: experience working with people outside of your home country
- Contribute to a work environment focused on continuous improvement.
- Holiday and weekend work may be required

Applications should include:

- Cover letter
- Detailed CV
- List of 3 - 5 references, including current supervisor

All inquiries and completed applications should be directed to us via email at bill@virungamountainspirits.com

Please do not contact us by phone or Whatsapp regarding your application.