



Durty Brewing – Sales Manager

Flexible hours, competitive salary, commission and benefits

Located: Innerleithen, Scottish Borders

Closing Date: 29th September 2025

Application Method: email statement of interest along with cover letter and CV to gordon@durtybrewing.com

About Us

Inspired by the trails and wonderful landscape of the Scottish Borders, Durty Brewing makes great tasting and refreshing beers.

Durty Brewing is committed to delivering:

- Top tasting contemporary craft beer
- A great space to enjoy quality craft beers and to meet with mates
- Creating something new, worthwhile and exciting in our community, and which will contribute to the Tweed Valley economy and the attractiveness as a destination

Durty Brewing comprises an independent craft micro-brewery and taproom alongside occasional contract brewing. Our taproom and brewery premises are in Innerleithen. Sales to trade commenced in 2024 with feedback very positive. We have now been in full operation for 2 years and wish to expand with the support of a new sales manager role.

We are looking for an experienced professional to lead engagement, promotion and sales activity across all Durty channels, contributing to development of the sustainable and successful business. This role will see the successful applicant jump straight into every aspect of development and delivery at the brewery.

The primary goal is to increase revenue, expand our customer base, and consistently meet or exceed defined sales targets while maintaining strong relationships with existing clients. This is a hybrid role involving both field-based sales visits and office-based/home activities such as telephone outreach, account management, and administrative duties

This is a great opportunity to make an impact on the direction of our small company, its role in our community and on the beers we create. Depending on experience of the successful applicant there may be an opportunity to have a wider management role across the brewery and taproom. The role offers flexibility with a focus on results rather than measuring inputs.

Job Specification:

Essential:

- Prospecting, sales and business development experience, B2C and B2B
- Ability to determine market trends and advise on product development
- Able to develop and lead a proactive, target driven sales plan from lead generation to ongoing relationship sales

- Able to demonstrate achievement of targets
- Able to demonstrate being a proactive team member
- Excellent communication skills
- Experienced Account Manager and at stakeholder engagement including colleagues, customers and suppliers
- Excellent organisation and problem-solving skills and to offer solutions to challenges as they arise
- Gather, analyse and summarise data to provide forecast information
- IT literate with experience of standard office (Office 365 based) applications and BREWW (or equivalent)
- Legal right to work in the UK
- Clean UK driving licence.

Desirable

- Knowledge of the brewing industry and its trends in demand
- A network across the brewing and distribution industry
- Sales and Management Accounts knowledge and understanding
- Knowledge of beer products and the brewing processes [knowledge and training will be provided]
- Experience gained in small business operations and supporting start-up/scale up phases.

Main Responsibilities

- Develop and maintain strong relationships with existing and potential customers
- Promote and sell our range of beers, effectively communicating their unique qualities and benefits
- Conduct field-based visits to customers and prospects to build rapport, identify opportunities, and close sales
- Carry out office-based sales activities, including phone and video calls, follow-ups, and account support
- Create and send engaging sales and marketing emails tailored to different customer segments and promotions
- Identify and pursue new business opportunities to expand our customer base and open new accounts
- Work towards and achieve agreed sales targets. Work with Head of Marketing to develop sales materials and promotional activities.
- Provide regular reports on sales performance, customer feedback, and market insights to aid planning.

General Responsibilities:

- Monitor market trends and competitor activity to identify opportunities for growth and innovation
- Attend industry events, trade shows, and networking opportunities to represent the brewery and build business relationships
- Respond promptly to customer inquiries and provide exceptional customer service

- Coordinate with production, distribution, and logistics teams to ensure timely and accurate delivery of orders
- Maintain accurate records of sales activities, customer interactions, and stock requirements.

Additional Duties:

- Assist with tasting events, brewery tours, and product launches as needed
- Participate in staff training and development
- Contribute ideas for new products, packaging formats, or marketing campaigns
- Support other departments with ad-hoc tasks as required
- Undertake any other reasonable management requests
- Attend staff meetings when required
- Work flexibly where possible to support the wider business needs.