

# SWOON

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M I X E D

## Swoon Account Manager

### **WHO WE ARE**

Some whisper sweet nothings, we shout them! Be Mixed is the consumer products company dedicated to taking sugar down while keeping life sweet. Launched in fall 2015 by two women looking to create a cleaner way to drink, Be Mixed started by making easy to enjoy, delicious cocktails (and mocktails!) without compromising taste. Be Mixed is now available at [www.be-mixed.com](http://www.be-mixed.com) and on shelves in close to 3,000 retail locations nationwide. We are the first all-natural, zero calorie, sugar-free cocktail mixer and are expanding our product line (Swoon) to sweeten your first and last beverage of the day, guilt-free.

We're looking for a dynamic, personable, and effective Swoon Account Manager to be part of the Swoon brand launch, and drive Swoon sales through food service, hospitality and wellness channels. In this role, you will report to our Sales & Marketing Director to help drive the Swoon selling strategy. You will execute our key account strategy and regularly provide updates, while managing account, distributor, and gatekeeper relationships.

Your focus will be on-boarding strategic accounts and owning ongoing account management, through fostering relationships with key decision-makers, driving sales through orders and re-orders, scheduling and executing staff trainings, securing menu placements, and creating promotional opportunities. You will also work closely with the Market Manager to identify local partnerships, events, and influencer opportunities to build brand recognition and excitement.

The ideal candidate is a dedicated, proactive and positive team player, has a passion for health, wellness and sweets, and is ready for their next challenge!

### **WHAT YOU'LL DO**

Positively represent the Be Mixed and Swoon brands everywhere, every day

Execute Swoon sales strategy as set by Sales & Marketing Director, with focus on NYC

Support Swoon launch strategy through product testing, market research, competitor research, and consumer feedback

Support NYC distributors and execute ride alongs

Help identify key accounts, secure Swoon sales, and provide regular account updates and reports, including relevant account information

Support staff trainings and industry events

Support trade show planning, logistics, and execution

Assist with creating impactful sales materials

Serve as point of contact with decision-makers, retailers, and buyers to drive reorders

Establish and maintain rapport with key individuals, while providing outstanding customer service and feedback with reports to manager

Actively promote Swoon brand through sampling events, partnerships, merchandising efforts, and marketing displays

Assist with digital content creation, as it related to partners, key accounts, and event activations

Complete weekly sales and account check-in recaps and expense reports

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## **WHO YOU ARE**

1-3 years sales experience (wellness, spirits, and/or food & beverage industry preferred)

Bachelor's Degree

Outgoing personality – willing to talk to anyone and strike up a conversation!

Natural relationship builder with outstanding presentation skills

Experience and knowledge of customer service processes and operations

Ability to manage your own schedule

Excellent communicator, both verbal and written

Entrepreneurial spirit with an ability to come up with new ideas, execute, and report back on results with thoughtful recommendations

Views “no” as an exciting opportunity to change someone’s mind!

Enjoys face-to-face interactions with account decision-makers and consumers

Flexible and able to adapt quickly in a fast-paced environment

Self-motivated and energetic, with a positive, proactive and transparent attitude

Ability to educate gatekeepers about product benefits and features

Available to work some weekends

Not afraid to get down and dirty unpacking boxes

Working knowledge of Microsoft Suite (Word, Excel and Power Point)

Valid driver's license

Passionate about taking sugar down, healthy living, and the Be Mixed mission!

## **THE FINE PRINT**

Based at our Manhattan office (75% of time in field)

Travel approximately ~25% of time (based on company needs)

Reports directly to Sales & Marketing Director

Competitive compensation and full health benefits

Unlimited vacation policy

All the Be Mixed and Swoon you can drink!

A dynamic working environment filled with passionate, happy, smart people

Apply directly to [\*\*whitney@tasteswoon.com\*\*](mailto:whitney@tasteswoon.com)