



**Job Title:** Innovative Sales Director

**Location:** New York City

**Company:** Communal Brands

**About Us:**

Communal Brands is a leader in producing, importing, distributing, and innovating eco-conscious wines. Rooted in our core values of quality, inclusivity, and accessibility, we redefine wine culture with approachable packaging. Join us in shaping a vibrant future where every sip embodies sustainability and community.

**Job Summary:**

We are seeking a visionary and strategic sales leader—our "Sales Unicorn"—who goes beyond the typical sales approach. In this role, you will be responsible not just for driving revenue but for setting the foundation of a sales force that thrives on innovation, collaboration, and a forward-thinking mindset. As our first *Innovative Sales Director*, you will work closely with the CEO to shape and execute a comprehensive sales and business development strategy, uncover new market opportunities, and drive scalable growth across all customer channels. This is a pivotal position for someone who can creatively navigate the complexities of the NY wine market, leveraging their expertise to build lasting partnerships and foster an entrepreneurial spirit within the sales team. Based in our NYC office, you will develop and lead a high-performing team, ensuring alignment with our company's mission and driving a sales culture that prioritizes relationship-building, adaptability, and sustainable growth. If you're a builder, strategist, and innovator at heart, we want to hear from you.

**Key Responsibilities:**

- **Design and Implement a Strategic Sales Blueprint:** Craft and execute an innovative sales strategy that goes beyond traditional tactics to drive revenue growth, market expansion, and sustainable client relationships.
- **Build and Lead a High-Performing Sales Team:** Develop, mentor, and inspire a team that embodies an entrepreneurial, solutions-focused sales culture. Equip the team to exceed targets by fostering an environment of accountability, creativity, and adaptability.
- **Shape Business Development Ethos:** Collaborate with the CEO to establish and grow a progressive business development function, creating scalable channels and identifying potential partnership opportunities that strengthen our market presence.
- **Identify and Capitalize on Market Opportunities:** Proactively scout for new market opportunities, establishing strategic partnerships and nurturing meaningful relationships with clients and key stakeholders in the industry.
- **Drive Data-Informed Sales Insights:** Analyze market trends, competitive activities, and performance metrics to refine sales tactics continuously, ensuring a proactive and agile approach to changing market dynamics.
- **Cross-Functional Collaboration:** Work closely with marketing, product development, and other departments to create aligned strategies and initiatives that enhance the overall sales and customer experience.
- **Provide Executive-Level Sales Reporting:** Deliver insightful, regular sales reports and data-driven analysis to executive leadership, offering actionable insights to refine and enhance the overall sales strategy.
- **Cultivate Long-Term Client Relationships:** Build and maintain strong relationships with high-impact clients, ensuring satisfaction, fostering loyalty, and identifying opportunities for growth within key accounts.
- **Represent the Brand Externally:** Elevate the company's profile at industry events, conferences, and networking opportunities, positioning us as an innovative leader in the market.

#### **Qualifications:**

- Based full time in NYC – remote applicants will not be accepted at this time
- Must have an entrepreneurial mindset
- Past startup experience a huge plus
- Relationships within the NY Wine Business with the ability to grow customer base
- Must be deeply knowledgeable of wine and the overall wine market – experience with spirits is a plus but not required

- Bachelor's degree in Business Administration, Marketing, or related field; MBA preferred.
- Proven experience in a senior sales leadership role, with at least 10 years in sales and business development.
- Strong track record of successfully driving sales growth and achieving revenue targets.
- Exceptional leadership and team management skills, with the ability to inspire and motivate a diverse team.
- Excellent communication and interpersonal skills, capable of building strong relationships at all levels.
- Deep understanding of market trends and the ability to leverage data for decision-making.
- Strategic thinker with a results-driven mindset and a strong customer focus.

### **30-60-90 Day Plan**

#### **Your First 30 Days: Foundation and Learning**

##### **Objectives:**

- Deeply understand the company's vision, goals, and current sales strategy.
- Build relationships with key stakeholders, team members, and clients.
- Begin identifying immediate and long-term opportunities for market growth.

##### **Key Activities:**

- **Onboarding and Immersion:** Meet with the CEO and other executive leaders to understand the company's strategic objectives, culture, and vision. Familiarize yourself with the current sales processes, tools, CRM, and team structure.
- **Client & Market Understanding:** Review existing client portfolios, sales data, and performance metrics to understand our strongest relationships and current sales mix. Research industry trends and competitors in the NY wine market to identify gaps and opportunities.
- **Relationship Building:** Meet with existing sales team and work with COO to develop recruiting plan for new sales representatives.

- **Quick Wins:** Identify a few immediate opportunities for sales improvements, such as refining client pitches or streamlining sales processes.

## **Next 60 Days: Strategy Development and Initial Execution**

### **Objectives:**

- Develop a comprehensive sales strategy that aligns with the company's growth goals.
- Begin setting up the foundation for business development and sales channels.
- Start laying the groundwork for a high-performing sales culture within the team.

### **Key Activities:**

- **Sales Strategy Development:** Using insights gathered, create a robust sales strategy focused on revenue growth, market expansion, and relationship-building. Outline clear goals, KPIs, and initiatives for the sales team, incorporating both short-term and long-term objectives.
- **Business Development Framework:** Collaborate with the CEO to define the business development ethos. Identify and map out initial target partners and channels that can drive expansion and align with our brand values.
- **Team Development:** Hire new sales representatives to manage territories
- **Collaboration with Cross-Functional Teams:** Work closely with marketing and product teams to ensure sales efforts align with brand positioning and product offerings. Identify cross-departmental synergies to optimize client outreach and messaging.
- **Client Engagement:** Begin taking an active role in managing key client relationships, attending high-priority client meetings, and ensuring client satisfaction.
- **Market Intelligence Gathering:** Establish ongoing competitive analysis to keep the sales strategy adaptive and responsive to market trends and competitor activities.

## **Final 30 Days (Days 61-90): Implementation and Execution**

- **Launch New Sales Initiatives:** Implement the refined sales processes and initiatives identified in the previous phase, ensuring that the team is trained and equipped.
- **Establish Performance Metrics:** Set up key performance indicators (KPIs) to track team and individual performance against the established sales goals.

- **Begin Regular Reporting:** Start preparing and presenting monthly sales performance reports to the executive team and providing insights for continuous improvement.
- **Continued Relationship Building:** Maintain and strengthen relations with key clients through regular check-ins and feedback sessions to ensure ongoing satisfaction and business opportunities.

**How to Apply:**

Interested candidates should submit:

- **Resume, cover letter, and a brief video introduction highlighting your experience and why this role stands out to you (3-5 min) to: [jobs@communalbrands.com](mailto:jobs@communalbrands.com)**

Communal Brands is an equal opportunity employer; we celebrate diversity and are committed to creating an inclusive environment for all employees.