



<i>JOB DESCRIPTION</i>

Job Title:	Merchandiser	FLSA Classification:	Non-Exempt
Department:	Sales	Reports To:	Head of Sales

About FBCO:

At FBC, our goal is to always present and provide the highest quality beer and experience to our customers. We will always go the extra mile to satisfy, serve, and respect our customers and partners. This is achieved through employee's focus on attention to details, cleanliness, and a commitment to creating and maintaining a positive workplace environment. Initiative, hard work, and dedication are rewarded at FBC.

Job Summary:

Maintain displays, shelves and cold boxes up to Farmers standards. Ensure inventory levels are sustained by staying in constant contact with retailers and sales representatives. This position is another touch point for our retailers and seeing, hearing and finding new opportunities within accounts is paramount. Being able to present a positive brand image throughout each account while ensuring cleanliness and proper facing of products. We are a family business looking for individuals who share our passion for customer service and are excited to start in an entry-level role with the opportunity to progress towards a sales representative.

Essential Job Duties and Responsibilities: (Additional duties may be assigned)

Operations:

- Develop and have a firm understanding of, and be able to explain in detail, the company's history, community involvement, beer portfolio and short- and long-term vision
- Understand company pricing and product programming information on a monthly basis by maintaining accurate and up to date records
- Properly merchandise accounts with permanent and paper POS
- Daily communication with sales rep, driver and Head of Sales
- Creative skills in building displays and bringing great ideas with potential cross branding
- Communicate information to retail accounts about upcoming beer launches, seasonal releases, Point-of-Sale, etc.
- Manage time and priorities in an effective, responsible and efficient manner
- Be familiar with draft systems and have the ability to troubleshoot when necessary
- Be fluent and current in California liquor license codes and regulations
- Utilize all sales-related software (i.e. EKOS, Hub Spot, VIP, and Keg ID) on a regular basis
- Observe all state and federal laws for the sale, merchandising, and promotion of brewery products
- Greet customers, respond to questions, improve engagement with merchandise, offer assistance, suggest items, lend opinions and providing product information all while doing so with outstanding customer service

Education and Experience:

- Sales experience in the craft beer industry (preferred)
- Currently reside in Sacramento area

Special Requirements:

- Ability to work a flexible schedule: days, nights and or weekends
- Must be highly organized, have attention to detail and great time management ability
- Must have own vehicle, valid Driver's License, current insurance coverage and clean driving record

Knowledge, Skills, and Abilities:

- Strong communication to interact with customers, vendors, and coworkers in a professional manner
- Attention to detail, clean and organized
- Possess the ability to multi-task and manage stressful circumstances associated with a fast-paced work environment
- Knowledge of organizational structure, workflow, and operating procedures
- Ability to work both independently as well as in a team environment
- Ability to think critically to help FBCO improve processes, procedure, organization, & quality control
- Desire to learn, grow, and take on increased responsibilities
- Interest and passion for craft beer
- Perform duties with a safety-first attitude

Equipment, Machines and Software Used:

This position requires the regular use of a computer, printer, & phone.

Computer Software: EKOS, Microsoft Office to include Word, PowerPoint, Outlook, Excel, Google G-Suite, and CRM software.

Physical and Mental Requirements:

- Ability to stand for extended periods of time, walk, talk, hear, use hands to finger, grasp, handle or feel, push, pull, reach, crouch, kneel, crawl or bend, and perform repetitive motions of the hands and/or wrists
- Ability to frequently lift and/or move up to 60 pounds
- High mental and visual attention required for planning difficult work methods and sequences to obtain size, shape, or physical qualities of product
- Reliable with a strong work ethic

Environmental Conditions:

While performing the duties of this position, the worker is exposed to inside environmental conditions, extreme heat, potential for physical injury, exposure to hot fluids, pressurized vessels and transfer lines, strong odors, chemicals, and moving machinery

Disclaimer:

- All requirements are subject to possible modification to reasonably accommodate individuals with disabilities
- This job description in no way states or implies that these are the only duties to be performed by the employee(s) occupying this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by their supervisor
- The company reserves the right to add to or revise an employee's job duties at any time at

its sole discretion

- This document does not create an employment contract, implied or otherwise, other than an “at will” employment relationship

I acknowledge that I have read this job description and have received a copy for my records.	
Employee Name:	
Date:	