

Business Support Specialist



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Cara Technology was founded in 1995 and is an ISO9001:2008-accredited company with specialisms in brewing technology, yeast management and taste panel management. Cara supplies a range of innovative reference flavour standards used to train more than 15,000 professional sensory assessors. AROXA™ Certified Flavour Standards are available for beer, water, soft drinks, wine, cider and many other foods and drinks. We develop, host and support web-based sensory data collection, analysis and reporting software used by hundreds of breweries all over the world. We provide breweries throughout the world with regular supplies of production yeast cultures, the 'secret sauce' behind some of the world's most iconic beer brands.

Currently with a staff of 30, we continue to grow our multi-cultural team in response to customer demand.

Role scope

A customer-facing role, intended to maintain and build existing client relationships and create new business opportunities in regards to Cara Technology's products and services. This role is ideally suited to someone looking to build a career in technical sales in the food and beverage industries.

Key responsibilities

Maintain and develop existing client relationships

1. Manage existing client relationships profitably
2. Generate incremental revenues from existing clients
3. Efficiently manage time to focus on activities that grow revenues and ensure client satisfaction
4. Use account management skills to lead and manage transactions from origin to completion including servicing after sales obligations and commitments

Develop new business opportunities for flavour standards and sensory services

5. Network with clients to strengthen Cara Technology's market position
6. Use account management skills to lead and manage transactions from origin to completion including servicing after sales obligations and commitments
7. Evaluate feasibility of entering new markets, either for existing products or new product development
8. Profitably evaluate and prioritize prospective business opportunities

Maintain and manage Cara Technology's internal systems

9. Strategic planning of sales activity to maximize sales revenue
10. Effective management of Highrise CRM and customer databases
11. Accurately forecasting sales growth on a weekly basis
12. Fluency and regular use of Magento E-Commerce software
13. Full understanding of SensCheck (our own bespoke software) inclusive of deal updating and customer allocation

Cara Technology is an equal opportunities employer. We positively encourage applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy or maternity.

<p>Reports to</p> <ul style="list-style-type: none"> ▲ Business Development Executive 	<p>Direct reports</p> <ul style="list-style-type: none"> ▲ None
<p>Qualifications and experience</p> <p><i>Essential</i></p> <ul style="list-style-type: none"> ▲ Degree educated (preferably in brewing or food science) ▲ Demonstrable experience in a customer-facing capacity ▲ Competent in office productivity software (MS Office, Google Docs, etc.) <p>For an African position</p> <ul style="list-style-type: none"> ▲ Working knowledge of the African beer market ▲ Willing and able to work in African continent <p>For a European position</p> <ul style="list-style-type: none"> ▲ Working knowledge of the German beer market ▲ Fluent in German language ▲ Willing and able to work in Germany <p>For a USA position</p> <ul style="list-style-type: none"> ▲ Working knowledge of the USA beer market ▲ Knowledge and ideally involved in the craft brewing sector ▲ Willing and able to work in USA <p>For a South American position</p> <ul style="list-style-type: none"> ▲ Working knowledge of the South American craft and multi-national beer market ▲ Willing and able to work in South America ▲ Fluent in Portuguese / Spanish <p><i>Desirable</i></p> <ul style="list-style-type: none"> ▲ Languages an advantage ▲ Brewing experience ▲ Already working within the drinks industry 	<p>Personal characteristics</p> <p><i>Essential</i></p> <ul style="list-style-type: none"> ▲ Strong interpersonal skills ▲ Excellent communications skills ▲ Able to build effective relationships with both internal and external stakeholders ▲ Enthusiastic and positive attitude ▲ High attention to detail ▲ Self-motivated ▲ Willing and able to travel ▲ Able to work with little to no supervision
<p>Understudied by</p> <ul style="list-style-type: none"> ▲ No-one 	<p>Understudy to</p> <ul style="list-style-type: none"> ▲ Business Development Executive
<p>Success criteria</p> <p><i>Example success criteria within the first 12 months</i></p> <ul style="list-style-type: none"> ▲ Actively engage all existing customers in your region (including site visits) ▲ Forecast and develop successful growth strategy and revenue targets for AROXA® beer flavour sales in your region, then deliver ▲ Increase participation in beer Taster Validation and training schemes ▲ Evaluate and investigate the viability and profitability of other AROXA® sector sales in your region 	