



Livingston James



Position Profile

Distilling Sales
Manager





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From its beginnings as a family business committed to bringing quality malt to Glasgow's brewers, Soufflet Bairds Malt (Bairds) now operates five maltings across the UK and has grown and developed into a trusted partner to many of the world's leading brewers and distillers.

With 200 years of malting heritage, Bairds are celebrating the next chapter of their malting story having added capacity at two of their UK maltings to help meet the demand from customers across the world.

When the Bairds brothers first established their new maltings operation back in 1823 they had one goal in mind - make the best available malt, so that local brewers and distillers could make the best available drinks. 200 years on, that's still their vision. They believe that quality malt makes a difference - not just to the final dram or pint - but to all of the parts of the supply chain that they work alongside.

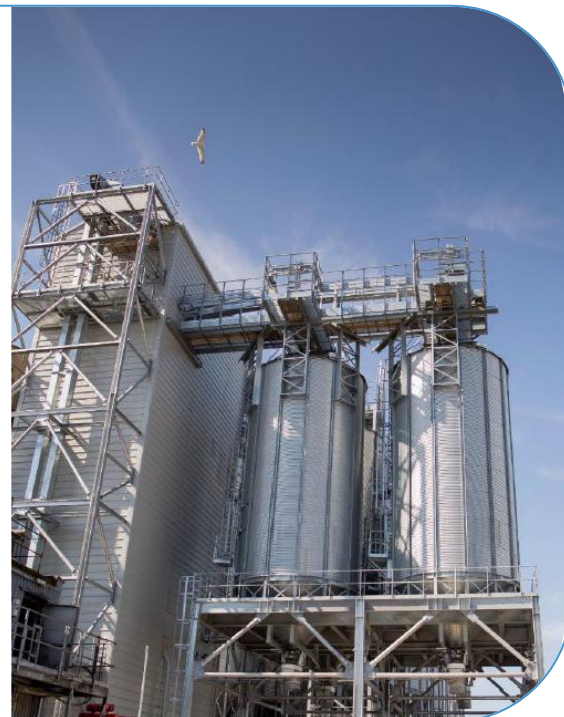
Bairds seek to continually ensure that their barley supply is coming from farms that they know by name, and that the growers who supply the barley are supported throughout the crop cycle by the direct relationships with their merchanting arm - Scotgrain, are a fully integrated grain merchant offering agronomy, seed, inputs and trading grains and oilseeds.

Bairds' newly renovated maltings in Arbroath and new malt plant in Inverness make use of some of the most up-to-date developments available in the industry. The new plant in Inverness, is able to produce 57,000 additional tonnes of quality malt annually without any increase in the amount of water used in the process, thanks to a new water filtration system. Bairds recognise that for sustainability to be achieved throughout the supply chain, it has to start with them, at the beginning.

Bairds are now the largest UK maltster with five plants, following a transaction in late 2023 to create Soufflet Malt - the world's largest maltster operating 41 plants in 20 countries worldwide.

PROJECT ANGEL 2019-2023

- We commenced in Arbroath in early 2019, commissioning 25,000t capacity in early 2021, taking the site capacity to 82,000t pa.
- We commissioned 57,000t in early 2023, taking Inverness site capacity from 42,000t to 99,000t pa
- We grew our Scotgrain barley collection organically by ~100,000t across 2021-23 harvests. 100% sown and grown in Scotland.
- We have installed the best available malting technology at both Inverness and Arbroath with a high degree of automation and control.
- As with the rest of our business, all electricity used on site is green electricity.
- Despite the 57,000t expansion, we have no additional water demand from the original 42,000t capacity and reduced total effluent generation thanks to our new AMBR / RO plant which converts site effluent to fresh water.





Title:	Distilling Sales Manager
Reports to:	Commercial Director
Location:	Flexible in Scotland

Due to retirement, Soufflet Bairds Malt is looking to appoint a new Distilling Sales Manager to sell malt into the Distilling sector to meet the company's future plans, leveraging strong customer relationships, delivered and administered effectively and competently. This is an excellent opportunity for an experienced individual looking to work for a global business with a local feel.

Key Accountabilities:

- Regularly contact and visit Key Accounts and all key decision-making individuals within those accounts, to ensure awareness of the company's range of products and secure all relevant future business opportunities through understanding the customer requirements/needs and identifying appropriate solutions for the customer.
- Maintain and develop pricing models in line with Company standards, recording all activity in Salesforce (CRM application). Negotiating delivery schedules with customers and then communicating effectively, internally liaising with all stakeholders, principally supply chain and plant management colleagues.
- Prepare and deliver Business Development plans tailored to key customer needs in either formal presentations or an informal manner, depending on the customer ethos.
- Identify all potential clients for the company's products and quantify levels of opportunity. Prepare account plans identifying and prioritising actions necessary to develop new business with identified key prospects, with the objective of winning new customers and increasing sales tonnage.
- Deliver company presentations to relevant trade/industry association meetings, maximising and exploiting all networking opportunities.
- Maintain an up-to-date knowledge of all company products and contribute to new product introduction forums as and when appropriate.
- Adhere to all reasonable and agreed-upon activity targets set by the business surrounding the Key Performance Areas, which are deemed vital for business success.
- Attend Sales Meetings, Conferences, and Exhibitions etc. as required by the business.
- Prepare annual sales plan and monthly / annual sales and order forecasts, as required, to suit business requirements.
- Participate in the preparation of the strategic sales plan as requested.
- Ad-hoc duties, projects and responsibilities within defined areas of responsibility where the jobholder has the appropriate level of expertise / training.





The Distilling Sales Manager will be an ambitious individual, looking for the next step in their career. Candidates should enjoy working autonomously and have confidence in their ability to take the lead and bring solutions to customers. The role requires a technically minded individual who is able to build and maintain strong relationships. Candidates should be numerically sound and have the ability to utilise systems efficiently.

Candidate Requirements

Essential:

- Distilling industry and product knowledge, with experience in a technical, distilling role.
- Ability to build and maintain excellent customer relationships.
- Excellent understanding of customer and market dynamics and requirements with the ability to provide solutions to meet the customer needs.
- Commercially aware and astute – able to understand numbers, revenues, pricing, margins, etc.
- Strong communication, persuasive and influencing skills.
- Good negotiation and arbitration abilities.
- IT literate - good command of Microsoft Office packages (Outlook, Word, Excel, PowerPoint).
- Full UK Driving licence and able to travel / stay overnight throughout Scotland, may include some overseas (mainly European) travel.

Desirable:

- Qualifications: Malting or distilling qualification to general certificate IBD level.
- Skills/Abilities: Presentation skills such as PowerPoint, team leading & speech making.
- Working Knowledge: Some commercial experience in the distilling industry / some experience in sales, dealing with a customer base in the distilling or related industry.





An attractive package including salary, private medical, pension and bonus is on offer commensurate with the background and experience required for the role.

For more information on remuneration, please contact Kirsty Mclardy at Livingston James.

Contact details are as follows;

T: 07538 799711 or E: kirstymclardy@livingstonjames.com



The Recruitment Process

First stage interviews will be conducted by retained consultant, Kirsty Mclardy of Livingston James. Selected professionals will then be presented to Soufflet Bairds Malt for consideration.

Shortlisted candidates will be invited to interview with Adrian Dyter (Commercial Director) and other senior stakeholders within Soufflet Bairds Malt. Subsequent stages will be communicated by Livingston James throughout the process.

All third-party applications, enquiries and direct approaches to the company will be referred to Livingston James.

