

**Job Description for:**

**Date:** 2025

**Position:** Liquor Specialist

**Reports to:** Sales Manager

**Team:** Sales

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**Company Vision**

*"We will be the very best foodservice distributor by being innovative and responsive to the interest and continued success of our customers, which in turn will provide for the success of our co-workers, suppliers and community"*

**Overview**

The primary responsibility and purpose of this role is to increase Bidfood Wellington's market share and sales within the liquor category.

**Key Responsibilities:**

**Purchasing**

- Engage with suppliers to have a good relationship with them to better understand their portfolio and have good knowledge of product availability and trends in the market.
- Liaising with the Purchasing team which products to stock.
- Monitoring stock on hand versus sales and communicating with Purchasing to minimise out of stocks.
- Communicating product focus with the Purchasing team to ensure we have sufficient stock on hand.
- Assisting to clear slow moving lines.

**Sales**

- Develop strong relationships with customers that will help establish and maintain Bidfood as the preferred supplier in liquor.
- Stay ahead of industry trends and utilize these to enhance the overall offer that Bidfood can bring to the customer experience.
- Support the education and development of Account Managers to enhance our sales capability.
- Develop new category opportunities including emerging product groups for liquor
- Manage sales and profitability, achieving agreed financial targets.
- Working closely with National BDM for Liquor and actively support National Category initiatives and promotions.
- Attend upcoming category conferences, training or tradeshow.



- Attend bi-weekly sale strategy meetings.
- Become pro-efficient in the use of Realtime, BidIQ, Houdini and myBidfood.

## Products

- Actively involved in stocktake, including recounts.
- Constant review of product range.
- De-list duplicate products.
- Support the Marketing team by providing input on liquor products to be featured in the monthly brochure, online carousel, and EDM campaigns.

## General

- Follow all company policies including those related to Food Safety and Health & Safety
- Assist other staff with other sundry duties as directed by your manager.
- Maintain a high standard of dress and grooming to represent a professional company image to visitors.

### Key Performance Indicators (KPI):

- Achieve the monthly KPI's as set by Sales Manager
- Actively seek new business opportunities
- Setup and maintain the Customer Call Cycle and ensuring all customers are in a Rotation
- Effectiveness of relationships with suppliers
- Building strong relationships with customers
- Systems – become skilled in Realtime, BidIQ, Houdini, Menu IQ and myBidfood
- Ensure comprehensive understanding and knowledge of current and new products

## Health & Safety

Under the Health and Safety at Work Act 2015 you are obliged to:

- Take reasonable care of your own health and safety, including reasonable care that others are not harmed by something you do or don't do.
- Follow reasonable health and safety instructions given by anyone at Bidfood, as far as you are reasonably able to.
- Cooperate with any reasonable Bidfood business policy or procedure relating to the workplace's health and safety.
- Ensure that all accidents, injuries, near misses or hazards that occur at work or that affect your work are reported as soon as possible to your Supervisor/Manager or branch Health and Safety Coordinator.

## Food Safety

- Bidfood has a HACCP based Food Control Plan (FCP), developed to meet the legal requirements of the Food Act 2014 and other Food Safety requirements
- You are responsible for following Bidfood's Food Safety requirements under the FCP. Please see the branch Food Safety coordinator for a copy of the FCP.

- You must immediately report irregularities or non-conformances using the standard operating procedure defined in the FCP.

I accept this position and its accountabilities and I agree to use the systems, to meet the standards and to produce the stated outcome.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date signed: \_\_\_\_\_