



Job Title: Retail Sales Representative – Southern California

Jones Soda Co. is a Seattle-based premium beverage company whose brands include Jones Soda, 24C, Jones Naturals, Jones Energy, Jones Organics and WhoopAss. A leader in the premium soda category, Jones is known for its innovative labeling technique that incorporates always-changing photos sent in from consumers. Jones is renowned for its guerilla marketing techniques; popping up in creative places just to get soda into the hands of Jones fans. Jones is also known for creating unique flavors like Turkey & Gravy and Smoked Salmon along with all-time favorites, Blue Bubble Gum and Green Apple. Jones Soda is sold through beverage retailers and everywhere you'd never expect to find a soda.

Primary Function

Retail Sales Representatives call on and sell to assigned retail stores to ensure store level conditions meet or exceed standards. This includes shelf conditions, distribution, display support, point-of-sale signage, rack/cooler management, retail pricing and secondary product location. They must be able to analyze sales, profit margin, and market share data to determine issues and opportunities at the retail level.

Essential Functions

Retail Execution of the Company Sales Plan for each retailer in the assigned territory.

Selling and maintaining distribution of Jones Soda products in the assigned territory. Ensuring expected retail execution of Company and Customer Headquarter Sales and Merchandising Plans.

Own the market ensuring execution of all retail and sampling programs.

Executes effective and efficient routing and zoning of all sales calls within the assigned territory.

Retail Sales Representative maintains a high frequency of calls per cycle, per retailer, and leverages the strong working relationships with retail decision makers; resulting in customer support of sales and merchandising plans with all assigned accounts.

Provide merchandising assistance to customers by building displays, negotiating placement and replenishing secondary displays, and using point of sale materials effectively.

Product rotation and merchandising to ensure salability of Jones Soda products in the assigned territory.

Provide solutions to customers through analysis of customers and market wide sales data. functions within the assigned territory.

Effectively perform the administrative aspects of the field sales position.

Core Competencies

Delivers Results: Focuses on the critical few objectives that add the most value and channels own and others' energy to consistently deliver results that meet or exceed expectations.

Drives Innovative Business Improvements: Develops new insights into solutions that result in organizational improvements; promotes a work environment that fosters creative thinking, innovation and rational risk-taking.

Imports and Exports Good Ideas: Relentlessly seeks shares and adopts ideas and best practices in and outside the company and embraces change introduced by others.

Lives the Values: Demonstrates the values of the Jones Soda Company through words, actions, and by example; fosters an environment that reflects the values of the company.

Minimum requirements:

Bachelors Degree or equivalent experience

Sales experience preferred

Strong communication and interpersonal skills

Attention to detail, strong analytical and organizational skills

Results-oriented and self-motivated

Solid team skills and willing to help in all areas of the business

Ability to work flexible schedules

Must have dependable transportation and current drivers license

Candidates must be authorized to work in the US without sponsorship.

All applicants must submit a cover letter and resume.

Qualified applicants may apply via www.jonessoda.com or by submitting a resume directly to jobs@jonessoda.com. The subject line of the email must read: Retail Sales Representative – Southern California.

No hard copies accepted.

Come Run with the Little Guy!