



Poachers Drinks Brand Developer – Leinster

Location: Ireland

Company: *Poachers Drinks – Ireland's Leading Soda and Soft Drinks Brand*

About Us

At **Poachers Drinks**, we're proud to be Ireland's leading premium soda and soft drinks brand. Our drinks are made using the best Irish ingredients, and our approach is founded in the people, places, and communities that inspire us.

We're on a mission to bring the best of Ireland to fridges and shelves across the Island – And always with a little fun! We want you to be part of that exciting journey.

The Role

We're looking for an energetic and motivated **Brand Developer** to join our dynamic fun retail and trade team. This is a key role in growing the visibility, distribution and performance of our new soda brand across the retail sector.

You'll be responsible for managing and growing our existing customer base, while also identifying and winning new business opportunities to expand our reach across Dublin and Leinster.

Key Responsibilities

- **Account Management**
Build and maintain strong relationships with existing retail and trade partners to ensure excellent in-store and outlet brand presence.
- **New Business Development**
Proactively identify, approach and secure new trade and retail accounts in line with our commercial goals.
- **Social Media**
Actively manage promote the Poachers Drinks brand through Instagram and Tik Tok.
- **Brand Strategy**
Liaise with the management team to design and develop brand strategy and execute through social channels.
- **Product Range & Merchandising**
Ensure the right Poachers products are listed, priced, and positioned effectively across the network



- **Promotional Execution**
Deliver impactful outlet promotions, including branded displays, secondary placements, and cooler installs to increase visibility and sales.
 - **Brand Advocacy**
Act as an effective ambassador for Poachers Drinks, representing our values and products professionally in trade and retail.
 - **Trade events:** Represent the brand at key trade shows, industry fairs, and tasting events, fostering relationships with potential clients and gathering insights from market peers. Deliver engaging presentations and sampling experiences to highlight product quality and brand story.
 - **Market Reporting**
Track account sales performance, retail trends, and competitor activity to help inform and support strategic decisions.
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What We're Looking For

- Proven experience in sales or business development (ideally in FMCG or beverage sectors)
 - Excellent interpersonal, communication and negotiation skills
 - A highly motivated self-starter with a proactive and commercial mindset
 - Ability to work independently and as part of a collaborative team
 - Full, clean driving licence (this is a field-based role)
 - Willing to travel as required
 - Ability to work to deadlines
 - Ability to create engaging social media content in line with brand guidelines
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What We Offer

- Competitive salary with performance-based bonus
 - Company vehicle
 - Career progression opportunities within a fast-growing Irish brand
 - Supportive, values-driven company culture
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Interested in joining the team that's shaking up Ireland's mixer and soft drinks scene?

Apply now and to work with one of Ireland's most exciting and dynamic brand teams.