

**TITLE: Urban Strike Team Merchandiser**  
**DEPARTMENT: Sales**  
**REPORTS TO: Merchandising Manager**  
**LOCATION: Alameda and Contra Costa Counties, CA**  
**BENEFITS: Yes**  
**STATUS: Full-time, Non-exempt**  
**SCHEDULE: Varies**

### ***About this role***

This entry-level job is a great opportunity for you to learn about the beverage industry from the ground up. At Bay Area Beverage, Merchandising is your first step to an eventual career as a class a Delivery Driver or a role in our Sales team. Our **Next Team Member Up!** program is designed to help you acquire the knowledge, skills and abilities to become a licensed class a Delivery Driver or a Sales Representative.

All training and development in our program is provided at no cost to you. The only prerequisites are that you

- Know that Merchandising is a temporary position, usually one – two years in duration
- ***Be the best merchandiser you can be!***
- Have a career track in mind when you join our team, or
- Learn as much as you can about delivery and sales on the job, you will be exposed to both functions every day so that when your turn comes, you'll be ready!

### ***Position summary***

As a Bay Area Beverage Merchandiser you are primarily responsible for stocking and displaying merchandise on the sales floor and shelves of retail stores to attract the attention of prospective customers.

As a first point of contact and representative for Bay Area Beverage customers, you deliver exceptional customer service to each account you work in, and always present a neat, well-groomed and professional appearance.

### ***As a Bay Area Beverage Merchandiser, you***

- Place price and descriptive signs on cooler doors, displays and shelf,
- Stock retailer shelves with product from backrooms
- Help the Bay Area Beverage Delivery Driver unload deliveries at retail
- Accurately, consistently and safely follow directions - you are involved in manually lifting and placing cases, bottles or kegs of beer and non-alcoholic products throughout the day

- Prepare, construct and maintain product displays according to company schematics, directions and standards
- Maintain /update current version of Encompass, our inventory management software, as needed
- Accurately and consistently take inventory in designated chain accounts, including shelves, displays and backrooms
- Communicate with assigned sales person on inventory completion, problems or any other issues concerning inventory
- Install/hang permanent Point of Sale (POS), including promotional mirrors, banners, metal signs, etc.
- Follow a pre-assigned account schedule
- Ensure the freshness and quality of Bay Area beverage products by rotating stock per company quality guidelines and stocking shelves per company designed schematics
- Maintain all administrative work in a neat and legible fashion, and accurately complete and submit required administrative paperwork on time
- Keep supervisor informed of market conditions, refused displays and any other customer issues,
- Survey the account for merchandising opportunities
- Communicate merchandising opportunities and/or out of stock conditions and recommendations for possible corrective actions to your supervisor
- Maintain Company vehicle per Company guidelines (if applicable)
- Periodically run relief sales routes
- Perform other duties as assigned

Specific to URBAN STRIKE TEAM:

- **Secure and build incremental displays at designated accounts**
- **Responsible for dominating display floor space at designated accounts**
- **Responsible for making sure integrity of cooler sets is maintained at designated accounts**
- **Assist Urban Strike Team Category Reset Captain with scanning and implementing resets**
- **Responsible for making sure all permanent and thematic point of sale is current**
- **Seek opportunities for cooler resets**
- **Seek opportunities for permanent point of sale (Dominators, Neon's)**
- **Fill store shelves as needed**
- **Develop rapport with store decision makers at designated accounts**

***To qualify for this position, you***

- Have a valid California Driver License, current auto insurance and a clean DMV record,
- Are at least 21 years old,
- You have completed your high school education or received your GED,
- Are adept with handheld devices and have good computer skills,
- You have good oral and written communication skills,
- You possess strong organizational and planning skills.
- Prior experience as Merchandiser or with the Route Sales is a plus.
- Restaurant/Bartending/Hospitality skills are also a plus.

***Ideally, you also have the following traits***

- A high-energy, can-do attitude
- A total customer service orientation
- Outstanding interpersonal skills
- Superb interpersonal skills, with the ability to work independently and within a team environment

***Physical requirements for this position include***

- lifting, pushing, and/or pulling 35lbs. on a regular basis,
- pushing, lifting and/or manipulating 165lbs. on a regular basis,
- using a box cutter to open cases,
- occasionally climbing and standing on a ladder to place product or hang point-of-sale materials, and
- bending, crouching, stooping and reaching throughout the shift.

Job Type: Full-time