



Taproom Sales Manager

FULL-TIME CONTRACT POSITION - JOB DESCRIPTION

ABOUT KWEZA

Kweza Brewery is Rwanda's first and only craft brewery. We are women owned, women led and women brewed. We make world-class beer using native ingredients and sustainable processes while supporting the empowerment of women in Africa. Kweza means "harvest" and "purity" in Kinyarwanda. This name fits with Kweza's mission to celebrate Rwanda's flora and ingredients through Kweza beer.

Kweza is an exciting stage of its growth. We have just opened a new facility with a 1000 Liter brewhouse, and we are selling wholesale beer and operating a taproom/ tasting room attached to the brewery, which provides brewery tours, tastings, events, and off site event coordination.

SUMMARY

As Kweza launches its brand on a larger scale, the Taproom Sales Manager is key to creating the brand experience and driving sales. At the taproom, we curate the experience, hear from our clients firsthand, and develop events and audiences that further our mission and values.

The taproom sales manager will be responsible for running the taproom and beer garden experience as well as organizing and coordinating events at the taproom and externally. As part of a small start up team, the ideal candidate will be outward facing and engaging, able to both drive our brand and experience, but be willing to join the team behind the bar to pour drinks, clean, etc.

KEY RESPONSIBILITIES:

- Sales: Meeting and growing sales targets set in cooperation with senior management
- The taproom manager will be responsible for running the taproom and beer garden's overall vision through day to day management. Core taproom hours are evenings & nights on weekends.
- Develop marketing strategies and advertising to promote the brand, as well as events
- Ensure the high quality customer service
- Manage, supervise and train all taproom personnel
- Prepare the budget and develop strategies to meet it
- Business Development
 - Develop partnerships with suppliers, corporate clients, etc.
 - Coordination with partner restaurant to create Kweza specific menus, ensure high quality customer and food service



CONTRACT LENGTH and COMPENSATION

This is a one-year renewable contract position, base salary and sales commission.

REQUIREMENTS

- English required
- Kinyarwanda preferred
- French and Swahili desired
- Minimum 2 years in marketing and sales or hospitality, any related domain
- Experience with content, graphics creation, and management of social media platforms
- Event promotion experience

APPLY

Send a CV and Cover Letter to cheers@kwezabrewery.com by 31st May, 2024.