



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	Brand Ambassador
<b>Business Unit / Group Function</b>	ODC BU
<b>BU Team / Sub-Function</b>	US Marketing
<b>Location</b>	Home-Based
<b>Team Leader</b>	Brand Manager / Senior Brand Manager
<b>Team Members</b>	N/A
<b>Job Level</b>	4B
<b>Role Purpose</b>	
<p>To fully embody the brand and the values of the brand, forging connections to our target audiences with authenticity, passion, credibility and influence. Our Brand Ambassador will identify and build relationships with those who have influence in each audience: consumer, trade, and media. Our Brand Ambassador is a dynamic, entrepreneurial individual able to manage an intense travel schedule and execute a wide variety of activities on behalf of the brand.</p>	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• (Consumer) Attend, network and forge relationships with the consumer set in your market(s) consumer events</li><li>• (Consumer) Create and/or deliver brand experiences to consumers directly at events (live or virtual) providing education on brand, category and lifestyle around brand</li><li>• (Trade) Build relationships with key bartenders and other On/Off Trade opinion formers, to inspire advocacy and to educate on the brand</li><li>• (Trade) Support commercial team and on premise specialists to identify and 'look after' key accounts with agreed KPIs in place</li><li>• (Media) Be the face of the brand for PR opportunities in market across trade and consumer press</li><li>• (Media) Forge and nurture relationships with journalists</li><li>• Deliver tastings, interviews and host media on distillery trips where appropriate.</li><li>• (Media) Establish and nurture a credible social media presence in line with brand's positioning</li><li>• (Internal) Collect market and competitive set intelligence and share with brand and regional teams in regular updates.</li><li>• (Internal) Contribute to brand planning sessions bringing brand and category expertise as well as creative ideas</li><li>• (Internal) Be the face of the brand and source of Brand knowledge to our internal teams (and agencies) embodying the brand at all times</li></ul>	