

Position: Manager, Brand Advocacy

Duties: Serve as an internal specialist resource to the marketing team, ensuring that William Grant & Sons brands and company get a disproportionate share of mind and recommendation within the media, with our trade partners and consumers. Exemplify the brand values of discovery and exploration with a witty, vivacious personality and a high level of integrity. Work with agencies on the identification of sponsorship and partnership opportunities for portfolio and groups of brands within prescribed guidelines and the execution of recruitment and renewal programs. Serve as the functional leader, mentor and advocate for Brand Ambassadors across brands, on occasion leading crucial events as the face of the portfolio to consumers, media and the trade as well as representing and championing the WGS USA ambassador program to core internal and external audiences. Offer strategic counsel and leadership to the brand teams throughout the brand planning process and during the execution of their respective brand plans. Execute selected internal communications, from employee relations to crisis management, work with PR Director and relevant agencies to coordinate the development of PR and influencer contact networks. Utilize web assets to develop awareness around the portfolio, recruiting new consumers and ultimately rewarding loyal consumers. Responsible for the distribution of the core range, staff training, regular attendance/relationship building and consumer sampling at key on-trade accounts in each core market. Work with sales to optimize rare sales, identifying opportunities that generate press and buzz around the portfolio. Attend and manage the portfolio and select brands' booths at fests and other events in core markets. Support individual Brand Ambassador development, both formally (advising HR in devising appropriate development plans) and informally (as a mentor and source of advice to the team). Identify and promote best practice both across U.S. markets and brands, and to Global teams as required. Work with HR and Directors in developing and implementing consistent ambassador management practices by Brand Managers across the portfolio. Develop, organize and lead one annual U.S. ambassador meeting/workshop. Coordinate and lead monthly ambassador telephone meetings. Support the Global development of a standardized ambassador induction program with specific U.S. Identify and share good and best practices, measurement and evaluation to improve decision making. Develop, implement and evaluate a holistic media relations/outreach strategy that amplifies existing brand activities and leverages internal resources (i.e. brand ambassadors) to ensure our brands garner fair share coverage/placement in all related feature articles, product reviews, seasonal entertainment and lifestyle features at both a national and local market level. Facilitate agency management in partnership with the marketing team. Partner with the filed to drive PR from their local plans. Work with agencies on identification of sponsorship and partnership opportunities for portfolio and groups of brands. Develop and maintain close relationships with national journalists, as well as local journalists in each market for trade, industry and lifestyle media using opportunities to build awareness around events, rare and vintage releases, and the distillery. Work with sales to optimize rare sales, identifying opportunities that generate press and buzz around the portfolio. Frequent travel in the U.S. required.

Location: Irvine, CA

Minimum Qualifications: **Experience:** 2 years of experience in the job offered, or in a bar management or brand ambassador/marketing/sales representative position within the spirits industry. Experience must include promoting and building brand awareness and the brand's image. Must have 2 years of hands-on experience as a brand ambassador identifying new business opportunities within the spirits industry and making them a reality by promoting the brand through conventional and unconventional approaches, including



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educational and promotional programs. Experience can be gained concurrently. Employer will accept any suitable combination of education, training or experience.