

ROLE PROFILE TEMPLATE

Job Title	Brand Ambassador, Balvenie
Business Unit	ODC BU – WG&S Australia
Function/Region	Marketing
Location	Australia
Leader	Marketing Manager
People Leadership	None
Job Level	4B
Role Purpose	
<p>To inspire consumers and trade, especially the bartending community, recruiting them and building the brand image and awareness (equity) whilst networking, inspiring and coaching the sales teams, ensuring increased growth and awareness of the brand in line with WG&S targets.</p>	
Accountabilities	
<ul style="list-style-type: none"> • Support the development and execution of the BA programme, including leading monthly meetings, cross portfolio programmes, BAS training, completion of monthly reports and support the team’s development in combination with line managers • Work with global to enhance BA social engagement and reach • The key liaison between the BA team and the broader local business, representing the portfolio and industry events, and as portfolio spokesperson across trade publications • Plan, deliver, review, and evaluate agreed range of activities to increase awareness and knowledge amongst customers and consumers in line the brands profile, current brand plans and budgets. • Build strong working relationships with relevant agencies, customers, and internal stakeholders in order to optimise opportunities to deliver value adding activities and increase product visibility • Ensure, through a range of activities, that customers are equipped to serve and promote the brand to consumers, enabling them to become champions/ambassadors for the Brand. • Work seamlessly with appointed agencies to deliver brand event programmes across all customer channels • Be the face of the brand and be a source of brand knowledge to our own employees to help with internal brand building and with trade and consumer journalists to hold events, tastings and participate in interviews. • Monthly reporting of KPIs and competitor activity • Network with the wider Brand Ambassador community, exchanging information and best practice, allowing knowledge to be widely spread throughout the WG&S team • Utilizing web assets, in particular social media routes, to develop awareness around the brand, recruiting new consumers etc. 	

Values



BE PROUD
We are proud of our brands, our heritage, and our commitment to superior quality in our products



BE RESPONSIBLE
We expect every individual and their teams to be accountable and to perform to their full potential



BE SUSTAINABLE
We wish to make a positive contribution to our communities and to our environment



BE PROFESSIONAL
We value integrity, transparency, professionalism and constructive debate within a team working culture



BE ENTREPRENEURIAL
We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



THINK LONG TERM
We are proud of our brands, our heritage, and our commitment to superior quality in our products

Core Competencies:

Deciding and Initiating Action

- Makes prompt, clear decisions which may involve tough choices or considered risks
- Takes responsibility for actions, projects, and people
- Takes initiative, acts with confidence, and works,
- Initiates and generates activity

Relating and Networking

- Establishes good relationships with customers and staff
- Builds wide and effective networks of contacts inside and outside the organisation
- Relates well to people at all levels
- Manages conflict
- Uses humour appropriately to enhance relationships with others

Planning and Organising

- Sets clearly defined objectives
- Plans activities and projects well in advance and takes account of possible changing circumstances
- Identifies and organises resources needed to accomplish tasks
- Manages time effectively
- Monitors performance against deadlines and milestones

Presenting and Communicating Information

- Speaks clearly and fluently
- Expresses opinions, information, and key points of an argument clearly
- Makes presentations and undertakes public speaking with skill and confidence
- Responds quickly to the needs of an audience and to their reactions and feedback
- Projects credibility

Creating and Innovating

- Produces new ideas, approaches, or insights
- Creates innovative products or designs
- Produces a range of solutions to problems.

Health, Safety & Environment; Acts in a safe manner

- Follows safe working procedures and seeks advice if unsure about a task
- Only uses authorised and fit for use equipment

<ul style="list-style-type: none"> • Seeks opportunities for organisational improvement. Devises effective change initiatives. 	<ul style="list-style-type: none"> • Reports accidents, unsafe acts, and unsafe conditions to their leader • Co-operates with Leaders and other Team Members in promoting and improving health and safety within the team • Makes full use of any equipment provided for their health and safety • Considers the impact of actions on the environment
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Skills and Qualifications:

Essential:

- Experience of drinks education and training
- Microsoft Office skills
- Strong engagement and networking ability
- Clear and effective communication skills i.e., public speaking
- Ability to work under pressure and autonomously
- RSA certification (Australia wide)

Desirable:

- Experience working on events and festivals
- Strong key account management and/or brand marketing experience
- Knowledge of the brand and curiosity about the category and industry
- Hospitality – experience working on events / festivals
- WSET / cocktail expertise

Created by:	Oliver Dickson
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HRBP:	
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