



Job Title	Brand Ambassador (Glenfiddich/The Balvenie) Luxury
Job Level	4B
Location	Home Based
Business Unit	BBU
Function	Marketing
Leader	Brand Manager
People Leadership	No direct reports

Role Purpose

To fully embody Glenfiddich 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 and over, each audience: consumer, trade, media and luxury partners and networks.

Internally, our Brand Ambassador will be an important champion of luxury culture within William Grant & Sons leading by example, demonstrating what it means to be a luxury company/brand.

Our Brand Ambassador is a dynamic, dedicated, entrepreneurial individual able to manage an intense travel schedule and execute a wide variety of activities on behalf of the brand.

Responsibilities

- (Consumer) Attend, network and cultivate and nurture relationships with (i) the target demographic in your market and (ii) the high net worth consumer set (both Collector and otherwise) in your market(s) at luxury and other consumer events
- (Consumer) Create and/or deliver engaging and memorable brand experiences to consumers directly at events (live or virtual) providing education on brand, category and lifestyle around brand creating desire and brand loyalty in line with luxury positioning
- (Consumer) Engage and leverage luxury brand partners and networks in your market to support consumer responsibilities above
- (Trade) Establish and maintain yourself as a credible expert on the category and brand and build relationships with key bartenders, account proprietors and buyers and other On/Off Trade opinion formers, to inspire advocacy and to educate on both style and substance of the brand
- (Trade) Support commercial team, luxury specialists to identify, support and nurture key accounts with a focus on supporting the placement and pull through of higher end expressions with agreed KPIs in place and add value in your market for all key internal stakeholders within William Grant & Sons and at every touch point
- (Media) Be the face of the brand for PR opportunities in market across trade, consumer luxury press and tv and radio
- (Media) Forge and nurture relationships with journalists and media outlets, particularly in the luxury arena. Deliver tastings, interviews and host media on distillery trips where appropriate.
- (Media) Establish and nurture a credible social media presence in line with brand's luxury positioning
- (Internal) Collect market and competitive set intelligence and share with brand and luxury teams in regular updates.
- (Internal) Contribute to brand planning sessions bringing brand and category expertise as well as creative ideas and opportunities in market
- (Internal) Be the face of the brand and source of Brand knowledge to our internal teams (and agencies) embodying the brand and demonstrating the luxury positioning of the brand at all times
- [Completing all internal admin duties timeously and complying with William Grant & Sons

