



Job Title	Brand Ambassador – Hendrick’s
Level	4B
Location	Field based
Business Unit	WG&S UK
Function	Marketing
Leader	Senior Brand Manager
People Leadership	None
Role Purpose	
<p>We require a most wonderfully unusual candidate with a vision to create lifelong advocates of Hendrick’s Gin. Your quest will be to share the most magnificent world of Hendrick’s Gin and to teach the intricacies of our most delectable liquid with people across the UK (particularly those looking to escape the conventional). All the while being a close guardian of the noble cucumber, a guide to the curious minded and a purveyor of the unusual. You will generate sustained knowledge, passion and commitment for the Hendrick’s Gin Brand amongst key internal and external stakeholders.</p>	
Responsibilities	
<ul style="list-style-type: none">• Be a walking encyclopaedia on all things Hendrick’s Gin, an authentic expert and influencer amongst key bartenders, customers, media and consumers alike• Be the face of Hendrick’s and a fountain of brand knowledge to our own employees (and extended community), helping internal brand building and communication• Work with your fellow UK Hendrick’s Brand Ambassador to plan, deliver, review and evaluate an agreed range of activities to increase advocacy and knowledge amongst bartenders, customers and consumers in line with the current Brand Plan and budget• Identify and execute opportunities for new distribution and activations in the Premium+ On Trade• Be a key partner to the commercial team - proactively identify opportunities for improving brand presence and driving distribution, including actively selling in the brand or creating sales leads where needed using a range of activations and initiatives• 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• Build strong working relationships with agencies, customers and internal stakeholders in order to optimise opportunities to deliver value adding activities and increase product visibility within the UK• Input into the Brand Planning process for Hendrick’s in the UK, specifically around Hendrick’s advocacy investment and initiatives• Take an active role in developing new products/serve initiatives that align with the brand strategy and goals• Report to Brand Teams on competitor activity to identify potential threats and opportunities	

Role specific competencies and skillset

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

Adapting and Responding to Change

- Adapts to changing circumstances
- Accepts new ideas and change initiatives
- Adapts interpersonal style to suit different people or situations
- Shows an interest in new experiences.
- Deals with ambiguity, making positive use of the opportunities it presents

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, presenting projects credibly
- Responds quickly to the needs of an audience and to their reactions and feedback

Coping with Pressures and Set Backs

- Works productively in a pressurised environment
- Keeps emotions under control during difficult situations
- Balances the demands of a work life and a personal life
- Maintains a positive outlook at work
- Handles criticism well and learns from it

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

Entrepreneurial and Commercial Thinking

- Keeps up to date with competitor information and market trends
- Identifies business opportunities for the organisation
- Demonstrates financial awareness; controls costs and thinks in terms of profit, loss and added value

Company 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

Skills, Qualifications and Experience

Essential:

- Passion for the Hendrick's Gin brand, the Gin Category and a curiosity about the wider category and industry
- A lover of all things Cucumber
- Significant experience of working with digital and social networks to drive engagement with influencers and the end consumer



- Exceptional influencing skills and the ability to build sustainable rapport with a broad range of internal and external stakeholders
- High personal impact and integrity
- Curious minded and a purveyor of the unusual
- An entrepreneurial spirit and a champion of new ideas/initiatives with the ability to identify new commercial opportunities and make them a reality
- A passionate and engaging presenter with the ability to adapt communication style as required
- Structured and self-started, able to balance several projects at one time

Desirable:

- Wine and Spirits industry knowledge and experience
- Bar tender experience
- Strong IT skills, particularly presentation design
- Ability to ride a penny-farthing
- Demonstrable understanding of brand and budget management

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