



Job Title	Brand Ambassador, Glenfiddich
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 each audience: consumer, trade, media. 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 and 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 forge relationships with the high net worth consumer set in your market(s) at luxury 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 in line with luxury positioning
- (Trade) Establish yourself as a credible expert on the category in order to build relationships with key bartenders and other On/Off Trade opinion formers, to inspire advocacy and to educate on both style and substance of the brand
- (Trade) Support and establish relationships with the commercial team and luxury specialists to identify and 'look after' key accounts with a focus on sales and distribution of higher end expressions with agreed KPIs in place
- (Media) Be the face of the brand for PR opportunities in market across trade, consumer and luxury press
- (Media) Forge and nurture relationships with journalists, 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, market, and category expertise as well as creative ideas
- (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



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 & Initiating Action

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

Formulating Strategies and Concepts:

- Works strategically to realise organisational goals
- Sets and develops strategies
- Identifies and develops positive and compelling visions of the organisation's future potential
- Takes account of a wide range of issues across, and related to, the organisation

Creating and Innovating:

- Produces new ideas, approaches or insights
- Creates innovative products or designs
- Produces a range of solutions to problems
- Seeks opportunities for organisational improvement
- Devises effective change initiatives

Delivering Results & Meeting Customer Expectations

- Focuses on customer needs and satisfaction
- Sets high standards for quality and quantity
- Monitors and maintains quality and productivity
- Works in a systematic, methodical and orderly way
- Consistently achieves project goals.

Writing and Reporting:

- Writes clearly, succinctly and correctly
- Writes convincingly in an engaging and expressive manner
- Avoids the unnecessary use of jargon or complicated language
- Writes in a well-structured and logical way
- Structures information to meet the needs and understanding of the intended audience

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



Skills and Qualifications:

Essential:

- Strong background in spirits, either through professional experience or personal interest
- Excellent communication skills, verbal & written
- Creative & innovative thinking
- Strong influencing & partnering abilities
- Interpersonal effectiveness
- Entrepreneurial and self-starter
- Ability to act as a consultant within team structure

Desirable:

- Spirits industry knowledge and experience preferred
- Experience and/or knowledge in luxury goods preferred
- Bachelor's degree preferred