

Job Title	Brand Ambassador
Business Unit	ODC
Function/Region	US Marketing
Location	Home-Based
Leader	Brand Manager / Senior Brand Manager
People Leadership	No
Job Level	4B
<p>Role Purpose</p> <p>To fully embody the brand 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, and media. Our Brand Ambassador is a dynamic, entrepreneurial individual able to manage an intense travel schedule and execute a wide variety of activities on behalf of the brand.</p>	
<p>Accountabilities</p> <ul style="list-style-type: none"> • (Consumer) Attend, network and forge relationships with the consumer set in your market(s) consumer events • (Consumer) Create and/or deliver brand experiences to consumers directly at events (live or virtual) providing education on brand, category and lifestyle around brand • (Trade) Build relationships with key bartenders and other On/Off Trade opinion formers, to inspire advocacy and to educate on the brand • (Trade) Support commercial team and on premise specialists to identify and ‘look after’ key accounts with agreed KPIs in place • (Media) Be the face of the brand for PR opportunities in market across trade and consumer press • (Media) Forge and nurture relationships with journalists • 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 positioning • (Distributor) Lead distributor education during key Advocacy opportunities, such as Whisky Bootcamp. • (Distributor) Support distributor focus periods through involvement in Commercial Blitzes, working closely with On and Off Premise Teams to contribute storytelling and programming solutions to sales pitches. • (Internal) Collect market and competitive set intelligence and share with brand and regional teams in regular updates. This includes Advocacy activity updates reported on a monthly basis. • (Internal) Contribute to brand planning sessions bringing brand 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 at all times 	