

## ROLE PROFILE TEMPLATE

<b>Job Title</b>	<b>Brand Ambassador – Monkey Shoulder</b>
<b>Business Unit</b>	WGS&UK
<b>Function/Region</b>	Marketing
<b>Location</b>	Field Based (but ideally lives around London)
<b>Leader</b>	Senior Brand Manager – Monkey Shoulder
<b>People Leadership</b>	None
<b>Job Level</b>	4B
<b>Role Purpose</b>  <p>Monkey Shoulder is 100% Malt Whisky made for mixing and your role will support the brand’s mission to make whisky more fun and playful. You will be fundamental in accelerating the success of Monkey Shoulder by ensuring bartenders &amp; consumers know who the brand is for and how it should be enjoyed, by immersing them in the Monkey brand world. Our ambassador will live and breathe the Monkey Shoulder attitude; young at heart, outgoing, fun, friendly, sometimes silly, always lovable and be open to playing by anything but the rules when disrupting the Whisky market. You will become a cultural advocate for Monkey Shoulder, helping to engage new audiences via their passion points that align with the brand.</p> <p>You will also generate sustained knowledge, passion and commitment for the Monkey Shoulder brand amongst key internal and external stakeholders</p>	
<b>Accountabilities</b> <ul style="list-style-type: none"> <li>• Be an authentic expert and influencer for Monkey Shoulder amongst key bartenders, customers, media and consumers alike</li> <li>• Plan, deliver, review and evaluate an agreed range of activities to increase awareness, brand love and knowledge amongst customers and consumers relevant to Monkey Shoulder in line with brand profile, current brand plan and budget.</li> <li>• Ensure, through a range of activities, that customers are equipped to serve and promote Monkey Shoulder to consumers, enabling them to become champions/advocates for the brand</li> <li>• Explore new opportunities for Monkey Shoulder to be present in relevant cultural spaces outside of the bar by establishing and leveraging partnerships to amplify the brand.</li> <li>• Be the face of Monkey Shoulder and a fountain of brand knowledge to our own employees (and extended community), helping internal brand building and communication</li> <li>• Build strong working relationships with agencies, customers and internal stakeholders in order to optimise opportunities to deliver value-adding activities and increase brand visibility.</li> <li>• Align with the Global team on relevant assets and communication tools that can be introduced into the UK market.</li> <li>• 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</li> <li>• Provide input to Brand Plans in prioritising investments and evaluating Brand initiatives.</li> <li>• Report to Brand Teams on competitor activity to identify potential threats and opportunities.</li> <li>• Take an active role in developing NPD/serve initiatives that align with Monkey Shoulder’s brand strategy and goals</li> </ul>	

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**Role specific competencies and skillset \*(FOR INTERNAL USE ONLY):**

<b>Relating and Networking</b> <ul style="list-style-type: none"> <li>Establishes good relationships with customers and staff</li> <li>Builds wide and effective networks of contacts inside and outside the organisation</li> <li>Relates well to people at all levels</li> <li>Manages conflict</li> <li>Uses humour appropriately to enhance relationships with others</li> </ul>	<b>Adapting and Responding to Change</b> <ul style="list-style-type: none"> <li>Adapts to changing circumstances</li> <li>Accepts new ideas and change initiatives</li> <li>Adapts interpersonal style to suit different people or situations</li> <li>Shows an interest in new experiences.</li> <li>Deals with ambiguity, making positive use of the opportunities it presents</li> </ul>
<b>Presenting and Communicating Information</b> <ul style="list-style-type: none"> <li>Speaks clearly and fluently</li> <li>Expresses opinions, information and key points of an argument clearly</li> <li>Makes presentations and undertakes public speaking with skill and confidence</li> <li>Responds quickly to the needs of an audience and to their reactions and feedback</li> <li>Projects credibility</li> </ul>	<b>Coping with Pressures and Set Backs</b> <ul style="list-style-type: none"> <li>Works productively in a pressurised environment</li> <li>Keeps emotions under control during difficult situations Handles criticism well and learns from it</li> <li>Balances the demands of a work life and a personal life. Maintains a positive outlook at work.</li> <li>Handles criticism well and learns from it</li> </ul>
<b>Planning and Organising</b> <ul style="list-style-type: none"> <li>Sets clearly defined objectives</li> <li>Plans activities and projects well in advance and takes account of possible changing circumstances</li> <li>Identifies and organises resources needed to accomplish tasks</li> <li>Manages time effectively</li> <li>Monitors performance against deadlines and milestones</li> </ul>	<b>Entrepreneurial and Commercial Thinking</b> <ul style="list-style-type: none"> <li>Keeps up to date with competitor information and market trends</li> <li>Identifies business opportunities for the organisation Demonstrates financial awareness; controls costs and thinks in terms of profit, loss and added value</li> </ul>

## 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:

- Awareness of and passion for the Monkey Shoulder brand and a curiosity about the wider category and industry
- High cultural awareness with the ability to adapt communication style as required
- High personal impact and integrity
- A self-starter with an entrepreneurial spirit
- Significant experience of working with digital and social networks to drive engagement with influencers and the end consumer
- Exceptional social and influencing skills and the ability to build sustainable rapport with a broad range of internal and external stakeholders
- A champion of new ideas and initiatives with the ability to identify new commercial opportunities and make them a reality
- A passionate and engaging presenter who demonstrates credibility and is able to inspire the whisky's market's consumers/enthusiasts

### Desirable:

- An interest in music/DJing/gigs and/or streetwear fashion
- A love of cocktails
- Strong IT skills, particularly presentation design
- Demonstrable understanding of budget management and forecasting
- Wine and Spirits industry knowledge
- Whisk(e)y category knowledge

The ambassador will love opening up people's minds to new and unexpected things and champion unconventional thinking. The Monkey crew are genuine, proactive, optimistic, creative and deliver the best for the brand. They pay attention to detail, are masters of multi-tasking and have the ability to motivate those they work with in a fun and impactful way.