

ROLE PROFILE TEMPLATE

<b>Job Title</b>	<b>Brand Ambassador</b>
<b>Business Unit</b>	ODC
<b>Function/Region</b>	Marketing
<b>Location</b>	Gurgaon
<b>Leader</b>	Payal Nijhawan
<b>People Leadership</b>	NA
<b>Job Level</b>	4B
<b>Role Purpose</b>	
<p>The main purpose of the Brand Ambassador – Monkey Shoulder is to inspire advocacy, love and loyalty for Monkey Shoulder among consumers, trade and media.</p>	
<b>Accountabilities</b>	
<ul style="list-style-type: none"> <li>❖ Recruit brand consumers which eventually helps building brand image and awareness to ensure continued growth and awareness of Monkey Shoulder in India.</li> <li>❖ Collaborating with the Brand Team to identify opportunities for partnerships, digitally &amp; on-ground, and execute approved opportunities to create awareness and love on the brand by initiating events, tastings and interviews whilst hosting the ‘right’ consumers, customers, key influencers &amp; media</li> <li>❖ Build strong working relationships with the trade, consumers and the media in order to optimise opportunities to deliver value added activities and raise brand awareness and authority.</li> <li>❖ Collect market intelligence and analyse trends across consumer groups, and share this with Global and Local teams to enable Clear KPI, M&amp;E, insights and learnings- strategic prioritization</li> <li>❖ Lead relationships with lighthouse accounts and influential consumers – be the face of the brand and the one-stop-shop for all things Monkey Shoulder</li> <li>❖ Ensure all initiatives and execution is in line with brand plan and activity calendar to ensure brand messages are conveyed with consistency Bring to life drink strategy and occasion based</li> <li>❖ Develop Monkey National Co. as an additional identity for Monkey Shoulder in India, and create content that speaks for the cause</li> </ul>	

## 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:

### Working with People

- Demonstrates an interest in and understanding of others
- Is a team player and works in a manner which creates synergy within the team
- Adapts to the team and builds team spirit
- Listens, consults others and communicates proactively Supports and cares for others
- Develops and openly communicates self-insight, such as an awareness of own strengths and weaknesses

### Persuading and Influencing

- Makes a strong and positive personal impression on others
- Gains clear agreement and commitment from others by persuading, convincing and negotiating
- Promotes ideas on behalf of self or others
- Makes effective use of political processes to influence and persuade others

### 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

### Entrepreneurial and Commercial Thinking

- Keeps up to date with competitor information and market trends and is quick to share them with key stakeholders
- Identifies business opportunities for the organisation - demonstrates financial awareness; controls costs and thinks in terms of profit, loss and added value

### Coping with Pressures and Setbacks

- Works productively in a pressurised environment
- Keeps emotions in check in difficult situations
- Balances the demands of a work life and a personal life & maintains a positive outlook at work
- Handles feedback well and learns quickly from it

### 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

**Skills and Qualifications:**Essential:

- ❖ Whisky and spirits industry knowledge and network, preferably with a proven track record within the on-trade
- ❖ Personal interest in and strong passion for category knowledge and on-trade exploration
- ❖ Charismatic presenter who has excellent communication and training skills and is credible and able to inspire Indian whisky consumers/enthusiasts
- ❖ Ability to conceive, plan and execute both consumer and trade-facing brand engagement activities to inspire brand advocacy
- ❖ Able to travel extensively across India
- ❖ Fluent in English, and any additional relevant Indian languages advantageous but not essential
- ❖ Strong integrity and social skills to effectively develop and manage business relationships
- ❖ Motivated, independent self-starter
- ❖ Carry themselves well – in line with the brand ethos as they will be the embodiment of the brand
- ❖ Proven Influencer Engagement prowess to keep the conversation going on Social Media
- ❖ Cultural sensitivity and curiosity with ability to adapt to various working environments
- ❖ Conscientious and accountable with a demonstrated ability to work well as a team player

Created by:	Payal Nijhawan
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