

## ROLE PROFILE

<b>Job Title</b>	<b>Regional Brand Ambassador – Monkey Shoulder, SEA</b>
<b>Business Unit</b>	BBU
<b>Function/Region</b>	Marketing
<b>Location</b>	Singapore
<b>Leader</b>	Senior Brand Manager – Mixables, SEA
<b>People Leadership</b>	N/A
<b>Job Level</b>	4B
<b>Role Purpose</b>  To fully embody the brand and values of Monkey Shoulder, building a strong brand presence in SEA through authenticity, passion, credibility and influence.	
<b>Accountabilities</b> <ul style="list-style-type: none"> <li>• Partner with Global and in market Brand Ambassadors to share best practices and work closely as part of the Monkey Shoulder brand team to help shape brand strategy and initiatives in the region to deliver brand and business goals</li> <li>• Identify and lead partnerships and collaborations within Monkey Shoulder passion points to drive cultural relevance for the brand in key markets in the region</li> <li>• Actively contribute to personal and brand social platforms in line with Monkey Shoulder brand guidelines to be a credible voice for the brand in the digital space</li> <li>• Support the Commercial teams, On-Trade Specialists and in market teams to identify and establish strong relationships with key accounts with agreed KPIs in place and execute consistently with local relevance</li> <li>• Partner with in market teams to execute regional advocacy platforms for bartenders and trade to create a community of loyal advocates across priority segments</li> <li>• Collect market intelligence and analyse trends across consumer groups, and share this with local teams to enable clear KPI, M&amp;E and strategic prioritization is achieved through insights and learnings</li> <li>• Proactively identify opportunities for improving brand presence and driving distribution, including actively selling in the brand where needed through activations and initiatives</li> <li>• Develop training programs to support product and brand knowledge in line with brand personality</li> <li>• Create and deliver brand experiences to consumers directly at events (live or virtual), providing education on brand, category and lifestyle around brand</li> <li>• Drive trial and recommendation among target consumers and bring the brand personality to life</li> <li>• Build and manage networks of key influencers to further amplify brand conversations</li> <li>• Be the face of the brand and source of brand knowledge to our internal teams (and agencies), engage through campaigns and platforms, and embodying the brand at all times</li> </ul>	

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