









Job Title	Brand Ambassador
Job Level	4B
Location	Home Based
Business Unit	BBU
Function	Marketing
Leader	Brand Manager
People Leadership	No direct reports
Role Purpose <p>To fully embody the brand and the values of the brand, forging connections to our target audiences with authenticity, passion, credibility and influence.</p> <p>Our Brand Ambassador will identify and build relationships with those who have influence in each audience: consumer, trade, media.</p> <p>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>	
Responsibilities <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 • (Internal) Collect market and competitive set intelligence and share with brand and regional teams in regular updates. • (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 	
<div> <div>  <p>BE PROUD We are proud of our brands, our heritage, and our commitment to superior quality in our products</p> </div> <div>  <p>BE RESPONSIBLE We expect every individual and their teams to be accountable and to perform to their full potential</p> </div> <div>  <p>BE SUSTAINABLE We wish to make a positive contribution to our communities and to our environment</p> </div> <div>  <p>BE PROFESSIONAL We value integrity, transparency, professionalism and constructive debate within a team working culture</p> </div> <div>  <p>BE ENTREPRENEURIAL We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement</p> </div> <div>  <p>THINK LONG TERM We are proud of our brands, our heritage, and our commitment to superior quality in our products</p> </div> </div>	



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:

- Excellent communication skills, verbal & written
- Creative & innovative thinking
- Strong influencing & partnering abilities
- Interpersonal effectiveness
- Ability to act as a consultant within team structure

Desirable:

- Spirits industry knowledge and experience
- Bachelor's degree preferred