



Title: Brand Ambassador

Salary: Upon experience from £25,000 per annum

Reporting to: Company Directors

Location: Crossgar: Northern Ireland

Job description -

You will be a great communicator, you will show initiative, commitment and be results driven whilst being extremely organised, commercially minded and confident. As responsibilities are varied it is critical that the candidate is able to stay on top of the workload, work effectively alone as well as part of a team.

You will be results orientated with an ambitious attitude, working efficiently to ensure targets are hit.

Key Responsibilities:

- Actively identify new accounts in the on and off trade businesses with the ultimate goal of winning and increasing sales and brand awareness.
- You will develop, form and nurture great working relationships with key accounts, providing them with support when required in the form of trainings, tastings, launches and POS for their customers with the ultimate goal of increasing brand awareness and increasing sales.
- Undertake tastings at airports with the public, with the goal of building brand awareness and sales.
- You will be required to talk confidently about Shortcross and the Rademon Estate family of products and act as a spokesperson at industry, trade shows and events.
- Assist in the development of our marketing.
- Develop brand engagement through events, masterclasses and tastings.
- You will assist with private and public distillery tours and external events so the ability to stand and talk to large groups is a must.
- You will be confident in your ability to create masterclasses for both trade and private events.
- You will conduct regular analysis of all your activity to allow the company to tailor future campaigns to achieve maximum benefit and engagement.



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- A flexible approach to working is essential as you will be required to work evenings and weekends.
- You must be able to record and report your work in a timely fashion.
- You will feed back to the team on current trends, emerging trends
- You will be happy to assist at the distillery during busy times.

- Essentials
- Minimum Three years in a management or senior position preferably in hospitality/ FMCG and within a wine and spirits environment.
- Must be a strong communicator with experience of influencing and educating
- Ability to use MS office. outlook and excel – must be digital proficient
- Access NI certificate is required, please only apply if you can fulfill this.
- Access to own car – mileage will be paid.

Please complete an application form together with a cover letter telling us why you want to come and join our team.

Email sales@shortcrossgin.com

Only completed applications will be accepted.