



R A D E M O N   E S T A T E  
**SHORTCROSS**<sup>™</sup>  
S M A L L - B A T C H   D I S T I L L E R Y

**Title:** Brand Ambassador  
**Salary:** based upon experience  
**Reporting to:** Company Directors  
**Location:** Northern Ireland – but must be able to travel when required.

**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, with business profit as the priority.

**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.
- Using the target account list and adding to it, you will act on new business opportunities, follow up on new customer leads and report weekly to the director.
- 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.
- Develop our online presence through virtual events, masterclasses and tastings. You will be at ease in front of a camera and confidently talk about Shortcross spirits.
- 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
- 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.

In return, you will receive a competitive salary, travel and expenses and the chance to work for a great company.

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](mailto:sales@shortcrossgin.com)

**Only completed applications will be accepted,**