

JOB DESCRIPTION

TITLE: BRAND AMBASSADOR

REPORTING TO: HEAD BRAND AMBASSADOR

ROLE SUMMARY

The role of a Jaegermeister Brand Ambassador is to be motivated, sociable and passionate about their trade.

The Jaegermeister Brand Ambassador will be responsible for driving awareness and education of the brand amongst consumers, customers and key influencers.

WORKFLOW

Core Responsibilities:

- Advocate – You will be a brand advocate - the face of Jaegermeister and living the brand in all that you do.
- Brand Strategy – You will drive and deliver brand strategy by aligning your activities to our long term premiumisation plans for the brand. You will develop and implement plans, growing contacts and developing sustainable, influential relationships.
- Training – Grow brand saliency by proactively identifying the right on trade outlets, educating and increasing perception of the brand in these accounts. This includes implementing bar staff education, training and masterclasses.
- Reporting – Deliver a regular (weekly / monthly) progress report to the Head Brand Ambassador, updating on all activity and future plans.
- Opportunity – Identifying and maximising any new on trade opportunities, introducing and educating them on the Jaegermeister brand.
- Cooperation – working closely with the relevant CDE's, Trend & Scene execs, Student brand ambassadors and Hubertus Circle members to deliver 100 trainings per city (80% conversion to cocktail on menu) / Work at 20 T&S events

in city / Support 12 x HC hosts events x city / Actively identify 20 barmen per city to enter Meister Hunter and support Flo with the Hunt

ATTITUDE

- You are a motivated, high energy individual that is passionate about winning.
- You are a social initiator and influencer, comfortable with engaging with various groups.
- You are a leader in your social circle, and are savvy in various social media.
- Friendships and/or network in the bar/restaurant scene is a plus.
- You are energetic, charismatic, extrovert, self-starter that stands out and has presence.
- You have the ability to create/spot/capitalize on trends in your marketplace.
- You are motivated by hitting/beating target goals, are entrepreneurial and have a commercial mind-set
- You have strong customer service, interpersonal, and communication skills.
- You thrive in an environment with multiple stakeholders / decision makers.
- You are comfortable with working weekends, evenings, and holidays as the market demands.

SKILLS AND COMPETENCIES

Key Skills:

- Mixology at a high level
- Engaging with people is second nature
- Planning and project management / attention to detail organisational skills
- Excellent interpersonal communications skills – both verbal and written
- Social media and PR savvy
- Computer literacy
- Confidence
- Excellent presentation skills

Key Competencies:

- Drive and initiative
- Accountability
- Customer and consumer focused

- Entrepreneurial
- Creative problem solving and decision-making skills
- Creativity and innovation
- Honesty, courage and integrity
- Self - Motivated
- Team player
- Commercially minded

KNOWLEDGE AND EXPERIENCE

Essential:

- Great bartending skills
- Worked within the drinks industry
- Passionate about the drinks industry
- Great network, good portfolio of industry contacts

LOCATION

- Scotland – Edinburgh or Glasgow (live centrally)
- Manchester

BACKGROUND TO JAEGERMEISTER

As one of the world's leading spirits brands, Mast-Jaegermeister (MJUK) seeks to be the number one premium spirit for 18 to 24 year olds by sparking a genuine connection with its consumers and customers through innovative sales and marketing initiatives. They are part of the wider Mast-Jaegermeister family, as a subsidiary of Mast-Jaegermeister SE in Germany, and they remain true to the brand heritage, whilst adapting to the complex UK market. Their values are at the forefront of everything they do - Customer Focus, Delivering Excellence, Entrepreneurial Spirit and Respect and Team Work.