

JOB DESCRIPTION

TITLE

3x Brand Ambassadors for:
Newcastle and surrounding areas
Cumbria and surrounding areas
UK Wide

LOCATION

The Lakes Distillery Company Limited
Newcastle Head office, Lakes Distillery, UK wide as required

RESPONSIBLE TO

Events, Business Development & PR Manager

SUMMARY

This is a unique opportunity to join the multi award winning Lakes Distillery. To become a Brand Ambassador for our destination, portfolio of brands in the on-trade, off trade and wholesale environments.

You will become an integral part of our high performing team. You will be primarily accountable for developing new accounts and growing existing accounts. There will be freedom and responsibility to identify new business opportunities to work closely with Account Managers and solely to win and support these accounts. A big part of this role will be to support the brand activity plans and key events.

KEY RESPONSIBILITIES

- To be the face of The Lakes Distillery portfolio in the UK. Presenting our portfolio to new and existing customers and attending industry events
- Embody and represent the brand portfolio and its ethos at key trade/consumer events and shows
- Be an expert on our brand portfolio
- Engage and educate our customers of our brands, family of spirits, history and award winning destination
- Build visibility and affinity to our brands
- Influencing relationships and develop strong links within the spirits industry
- Develop and manage sales initiatives to drive sales as required
- Contribute to the year on year growth in retail, wholesale and event revenue
- Work with the Lakes Distillery Brand and Account Managers to drive and develop new products
- Work with Account Managers to develop continuous sales development via the CRM system and clear communication



- Research and target new establishments/clients: retail, wholesale, hospitality & leisure, high end establishments
- Develop our Brand Ambassador community working together transparently
 - Work with the PR and Events team to develop and support the events calendar and deliver presence at key trade events throughout the year
 - Monitor and analyse the market, brand and competitor performance in the on trade, off trade and proactively recommend changes to the brand initiative
 - Liaising with the Distillery Head Office and client teams to deliver work in an effective and efficient manner
 - Account liaison with fellow Brand Ambassadors to ensure the call cycle is sustained and developed.
 - Capable of delivering training & incentives with priority customers, organising and representing the brand at training events; implementation of tastings/events/experiences and support development of marketing elements
 - Exceptional presentation skills that build the brand reputation via Trade press/industry

PERSON SPECIFICATION

SKILLS & EXPERIENCE

- Have influence in the industry with a strong network
- Previous experience of Brand Ambassador role, including consulting with Brand Marketing and agencies on trade activation
- A passion for premium brands evidenced in past employment record
- Experience of working with other parts of sales and other functions, particularly Field Sales and Account Management or Distributor sales teams
- A good level of business development and events experience
- Strong experience of developing business through the creation of new leads
- Ability to develop strong relationships across the team and business functions (both internally and externally)
- Real understanding of, and passion for our brand and an innovative approach to delivering through multiple channels
- Ability to support strategies and workflows
- Ability to work on multiple projects simultaneously

KNOWLEDGE

- Have your finger on the pulse of what is happening on the ground and have great relationships with key influencers in the industry
- Have a deep understanding of what is important to customers and the ability to use this insight to execute plans that enhance the customer and their consumers
- Strong spirits knowledge, with experience in process, ingredients and provenance.



BEHAVIOURS

- Results driven
- Skilled in communication at all levels with the ability to understand win-win outcomes with a diverse range of individuals
- A self-starter who operates proactively and where necessary reactively
- The personification of our brands in the market: attitude, appearance, integrity and personality
- Highly active and engaging on social media, well connected within the industry
- Confident and enthusiastic with the ability to hold and inspire an audience
- Excellent knowledge of the spirits industry
- Ability to showcase our spirits and a range of signature cocktails
- Meticulous attention to details in all duties and production of a weekly report of productivity
- Strategic targeted appointments to be researched and arranged

HOW TO APPLY

Please forward your CV, stating why you should be The Lakes Distillery Brand Ambassador.

careers@lakesdistillery.com

ADDITIONAL BENEFITS

- Competitive salary plus bonus (target driven)
- Product allowance
- Ipad/laptop
- Driving licence essential
- Personal Alcohol licence desirable
- 28 days annual leave
- Opportunities for progression and development are ongoing

This document outlines the duties required for the post for the time being, to indicate the level of responsibility. It is not a comprehensive or exclusive list and duties may be varied from time to time which do not change the general character of the job or the level of responsibility.

