

# **JOB DESCRIPTION**

## **TITLE**

Business Development Executive/Brand Ambassador

## **LOCATION**

The Lakes Distillery Company Limited  
Gosforth, Newcastle upon Tyne

## **RESPONSIBLE TO**

Director of Sales

## **Salary**

Competitive salary plus bonus (target driven)

## **STATEMENT OF PURPOSE:**

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 a structured approach and responsibility to identify new business opportunities, driving visibility, awareness and distribution of our brands aligned to the Sales plan. Working closely with the Director of UK Sales and Heads of sector sales to secure new business and drive key 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
- Increase distribution of our brands in key channels
- Influencing relationships and develop strong links within the spirits industry
- Support sales initiatives to drive sales as required
- Contribute to the year on year growth in retail and wholesale revenue
- Work with the Lakes Distillery Brand and Sales Managers to drive and develop new products
- Work with Sales 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

### **You will**

- 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
- 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
- Good 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

### **Experience & Qualifications: Desirable Skills**

- Have influence in the Spirits industry with a strong network
- Previous experience of Brand Ambassador role, developing on trade activation
- A passion for premium brands evidenced in past employment record
- Experience of working with cross functionally, particularly Field Sales, Account Management or Distributor sales teams
- A good level of business development conversion and events experience
- Personal Alcohol licence desirable

## **Essential Skills**

- Strong experience of converting business through the creation of new leads
- Ability to develop strong relationships across the team and business functions (both internally and externally)
- An innovative approach to delivering through multiple channels
- Adaptability
- Time Management
- Ability to support strategies and workflows
- Ability to work on multiple projects simultaneously and ability to prioritise
- Full clean driving license

## Benefits

- Product allowance
- Ipad/laptop
- 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.