

Canadian Regional Brand Ambassador

Victoria Distillers, the makers of Empress 1908 Gin, are going through an exciting phase of growth and we are looking to add *Brand Ambassadors* to our team!

Responsibilities

- Work with bartenders in key Canadian cities to get Empress 1908 menu placements and features and further activate Empress Gin
- Work in conjunction with provincial agents to train sales staff, implement programming, and go on work-withs
- Create and execute brand awareness strategies in coordination with Victoria Distillers Marketing Department (these may include cocktail competitions, bar take-overs, brand trainings, etc.)
- Develop and execute promotional activities at select sponsorship events
- Execute media events, drive brand messaging and become the voice for the brand
- Ensure compliance of all activations to provincial regulations and internal company guidelines
- Provide regular updates and report on competitive activities in the market
- Gather event insights and present results, findings, and comments to leadership
- Build and grow relationships with key stakeholders and contacts
- Assist with selection of target bars
- Build advocacy within top tier bars
- Grow sales velocity by engaging volume accounts
- Represent Victoria Distillers/Empress Gin at trade and consumer events
- Report account visits and menu placements
- Collaborate with Empress 1908 social media and marketing team
- Generate excitement about Empress 1908
- Develop cocktail recipes as necessary
- Work within defined budget to achieve results
- Represent further brands as they are added to Victoria Distillers portfolio

Requirements:

- Minimum two (2) years experience in sales/marketing/promotional within the alcohol industry - required
- Bachelor's degree - preferred
- Preference given to candidates with brand ambassador/spirits sales experience
- Understands the importance of brand identity and consistency for luxury brands
- Well-connected in the drinks industry
- Demonstrate a high level of professionalism
- Excellent communication skills: verbal, listening, and written
- Self-motivated and entrepreneurial
- Excellent negotiation and influencing skills

- Strong interpersonal and analytical skills
- In-depth knowledge of the spirits category and industry
- Demonstrated capability in training
- Must have own vehicle with a valid driver's license
- Have a full understanding of provincial liquor laws and operate within those rules
- Proficient MS Office skills
- Smart Serve certified
- Can mix a mean cocktail

Physical Demands of the Job:

- Carrying and lifting 45-60 pounds
- Overhead reaching to perform various tasks
- Standing and walking for extended periods of time

We are looking to fill two (2) roles, both full-time positions. One position will be located in Toronto, ON and one position in either Calgary, Alberta or Vancouver, British Columbia.

To apply on this exciting opportunity, please send your resume and cover letter to our recruiter at: sarah@sjemploymentsolutions.com attention Sarah Elliot.

We would like to thank all applicants for their interest, please note only those selected for an interview will be contacted.