

**Job description**  
**Empress 1908 Gin Canadian Part Time Brand Ambassador**

**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 and implement programming
- 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
- 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

**Requirements:**

- Bachelor's degree preferred
- Bartender experience
- Well-connected in the drinks industry
- At least 2 years sales/marketing/promotional experience
- Understands the importance of brand identity and consistency for luxury brands
- 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

- Ability to travel with valid driver's license
- Can mix a mean cocktail
- Have a full understanding of provincial liquor laws and operate within those rules
- Past brand ambassador/spirits sales experience an asset
- Proficient MS Office skills
- Smart Serve certified

**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

**Work conditions and salary**

- This is a part-time position
- \$25/hour
- 16 hrs/ week