



Job Title	Global Brand Ambassador	
Business Unit	Global Marketing	
Location	Richmond / Dublin	
Job Group	4a	
Key Relationships		
Reports to:	Global Brand Director with a dotted-line to the Head of Brand Ambassador Advocacy	
Responsible for:	No direct reports	
Any other key relationships:	<ul style="list-style-type: none"> • Global Brand team • Local Marketing and Commercial Team (especially On Trade Team and Brand Ambassador) • Relevant On and opinion forming Off Trade in each Market. • Relevant Media/Opinion Formers in each Market 	
Job Purpose		
<p>You will inspire consumers and trade, recruiting them and building the brand's image and awareness (equity) through events, partnership tie ups, and innovative ideas. You will also be networking, inspiring and coaching the local Brand Ambassador community, ensuring increased growth and awareness of Sailor Jerry in line with WG&S targets.</p>		
Key Responsibilities & Critical Success Measures		
<ul style="list-style-type: none"> • Recruit and inspire consumers through on and offline interactions, building the Sailor Jerry brand image and awareness (Equity) to ensure continued growth and awareness of the brand • Build relationships with key bartenders and other On/Off Trade opinion formers, educating them to become advocates for the brand and establish a platform to reach out to opinion forming consumers. • Lead the Sailor Jerry drinks strategy globally • Be the "face of the brand" for trade, consumer journalists and influencers, organising and staging events, tastings and interviews whilst hosting journalists (and trade) • Visit new markets who are launching Sailor Jerry to offer support on how to 'seed' the brand • Be a 'cultural & influencer' lead for the brand, bringing a) market trends back into the brand team to influence global strategy and innovation ideas and b) creative partnership ideas for the brand through the brand passion points (E.g. Tattoo's & Art, Music, clothing, DIY) • Collect market intelligence and share this with Global and Local Marketing Teams and other interested parties to enable a collective targeted drive. • Bring brand & consumer knowledge and expertise to bear on marketing projects, especially in the area of consumer recruitment/mentoring to assist in knowledge sharing • Be the face of the brand and source of Brand knowledge to our own employees (and extended community), helping to make ambassadors of us all • Become a link for the wider Brand Ambassador community by networking and coaching them, swapping information and best practice allowing knowledge to be widely spread throughout the WG&S team 		
Functional Competencies	Function:	Global Marketing



Leading and Supervising

- Provides others with a clear direction
- Sets appropriate standards of behaviour
- Delegates work appropriately and fairly
- Motivates and empowers others
- Provides staff with development opportunities and coaching
- Recruits staff of a high caliber

Working with People

- Demonstrates an interest in and understanding of others
- Adapts to the team and builds team spirit
- Recognises and rewards the contribution of others
- Listens, consults others and communicates proactively
- Supports and cares for others
- Develops and openly communicates self-insight, such as an awareness of own strengths and weaknesses

Relating and Networking

- Establishes good relationships with customers and staff
- Builds wide and effective networks of contacts inside and outside the organisation
- Relates well to people at all levels
- Manages conflict
- Uses humour appropriately to enhance relationships with others

Persuading and Influencing

- Makes a strong personal impression on others
- Gains clear agreement and commitment from others by persuading, convincing and negotiating
- Promotes ideas on behalf of self or others
- Makes effective use of political processes to influence and persuade others

Adapting and Responding to Change

- Adapts to changing circumstances
- Accepts new ideas and change initiatives
- Adapts interpersonal style to suit different people or situations
- Shows respect and sensitivity towards cultural and religious differences
- Deals with ambiguity, making positive use of the opportunities it presents

Entrepreneurial and Commercial Thinking

- Keeps up to date with competitor information and market trends
- Identifies business opportunities for the organisation
- Demonstrates financial awareness
- Controls costs and thinks in terms of profit, loss and added value

Values

Be Supportive

- Provides clear feedback to help others improve.
- Shares knowledge and skills with others.

Be Better

- Offers ideas or makes improvements to business outcomes.
- Improves self through personal development.

Be Pioneering

- Is positive and responsive to unconventional approaches that create value.
- Embraces change.

Be Accountable

- Delivers on what he/she promises.
- Knows and promotes our brands.

Be Enthusiastic

- Brings energy, passion and commitment to work.
- Celebrates success, recognises achievements of individuals and teams.

Essential Qualifications & Experience



- Marketing strategic qualification
- Strong key account management and marketing experience
- Financial management experience (P&L, tax systems)
- Proven ability to operate in different markets and cultures

Desirable Qualifications & Experience

- Spirits industry knowledge and experience

Personal Characteristics

- ✓ Do you embrace the Sailor Jerry values: whole assed always, half assed never (ie never do anything halfway) , have a wicked sense of humour, raw energy, stand for your beliefs, have an 'all in' attitude.
- ✓ Are you curious about people, thrive in crowds, enjoy hosting, entertaining and making kickass drinks?
- ✓ Do you have the confidence and charisma to be the 'face of Sailor Jerry' – be at press interviews, conduct bartender engagements?
- ✓ Do you have F&B experience? Do you enjoy engaging and influencing bartenders?
- ✓ Are you digitally savvy with social media presence and an eye for content creation ?
- ✓ Do you have your finger on the pulse of what's happening in culture around the world?
- ✓ Are you a responsible adult who can show up on time & be a team player?

Created By:		HRBP:	K. Ling
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