



# EAST LONDON LIQUOR COMPANY

## About the Role

As an East London Liquor Company Brand Ambassador, you will be the face of East London Liquor Company (ELLC), the leading expert on ELLC brands and spirit category's in your designated market. You will represent the company and brand image, passion and values externally and internally.

You will build outstanding relationships in your region, and around the globe, with ELLC's appointed distributor, strategic high-end on-trade and selected off-trade (retailers) outlets (bar/restaurant managers, bottle shop owners, buyers and influencers) to increase the availability and awareness of our brands.

You will be responsible for delivering set KPIs and supporting the distributor sales team to achieve desired sales targets.

You will have a deep knowledge of ELLC brands, spirits categories (the gin category being your priority) and understanding of our company ethos and strategic vision. Your ability to communicate and influence people will be key to your success in this role.

You will develop and drive consumer and trade brand and category training programs.

The role will require interacting with a variety of key channel influencers across key strategic cities.

## Key Accountabilities and Responsibilities

Delivers against KPIs

Development of strategic trade and brand partnerships.

Drive results and excellence in execution.

Embodies and represents the ELLC brands and its values in key trade/consumer events and shows; ethos highlights include transparency, accessibility, innovation and inclusivity.

As an expert on East London Liquor Company, the brand and spirits categories, you will advise the distributor sales and marketing teams in defining how we win in the on-trade: (drink / serve strategy, innovation and trend leading, online), etc.

Builds and deploys brand/category training programs.

# Measures of Success

Performance: Deliver distribution, volume, ROS and advocacy KPIs while understanding and implementing emerging drinks trends.

Reporting: weekly, monthly, quarterly and annual reporting of KPIs, strategy and market-specific trends (and how ELLC fits/doesn't fit within these).

Delivers KPIs via passion, product quality, added value and innovation (less transactional).

# Critical Experiences for Success

To be successful in this role you will have/be:

- 5-10 years of experience in spirits, bartending, gin industry.
- Experience in recognised top high-end cocktail accounts.
- Experience as a local ambassador or trainer for key account(s).
- Superb presentation skills for effective communication and influencing skills – you are a storyteller.
- Proven responsibility demonstrating reporting and accountability.
- Drink strategy development for the gin category.
- Demonstrates resilience and tenacity on a daily basis.
- Have a challenger mentality (teaches, tailors, takes control)
- Proficiency in both the local language and English.

The following experiences are preferred:

- Experience in the gin category and/or drinks industry (for a relevant brand).
- Experience in traditional and social media.
- Connected to key trade in key cities.
- Media trained (experience speaking with the media).

# Create a Winning Team

Part of your role will be to contribute to a shared sense of purpose across the global distributor and brand ambassador network; you will recognise accomplishments and share best practices with the wider team.

# ELLC Connections

You will have daily contact with the distributor sales and marketing team, supported by weekly contact and guidance from the ELLC Director of sales, marketing and Brand Ambassador team.

- ELLC appointed distributor
- ELLC / Founder, Director of International Sales and Marketing
- ELLC Global BA team