



# Smeaton's Bristol Method Dry Gin

## Brand Ambassador

### The Brand

Smeaton's Bristol Method Dry Gin is a super-premium Gin distilled by the Bristol Method, using fresh botanicals individually distilled in season and offering an upgrade from London Dry. Winner of multiple gold medals and trophies, in blind tastings and for packaging design, Smeaton's initial success in the premium off-trade has been remarkable.

### The Role

From a basis of proven demand, we are seeking a Brand Ambassador to be the face of Smeaton's Gin. This position is ideal for the consummate bartender at the peak of their powers now contemplating the next step into the commercial world. You need to love both spirits and the on-trade in equal measure and bring to Smeaton's a detailed understanding of the market, the products within it, and how to influence customers in that space. Demonstrated expertise in managing social media and commercial acumen are required.

Smeaton's brand ambassador will:

- Be a leader in the field with at least three years' experience in the on-trade
- Demonstrate the ability to thrive in an independent environment
- Hold relevant trade qualifications
- Take responsibility for setting targets and driving results
- Communicate with conviction at all levels
- Thrive in the spotlight sharing his or her passion and knowledge with others
- Understand social media and use it effectively
- Have an engaging and urbane personality

Responsibilities include working with our route-to-market partners to drive brand awareness in both the on and off-trade. Specifically:

- In-store tastings
- Masterclasses
- Cocktail demonstrations
- Trade show participation
- Account management
- Social media
- Ancillary reporting

The Brand Ambassador reports directly to the Commercial Director. Smeaton's operates a flat management structure and you must be able to work independently, demonstrate initiative and take responsibility for your decisions.

### **The Package**

We reward excellence and offer a highly competitive salary based on your unique experience. Company benefits and statutory pension contributions are also on offer. Smeaton's is a young, well-funded company that offers excellent career prospects to employees who embrace personal growth.

### **The Fine Print**

This will be a permanent, full-time position based in London. Initially, in the current environment, we can offer part-time work for the right candidate to immerse themselves in both the brand and role. Smeaton's is an equal opportunity employer and we embrace smart working. Contracted hours are 39 per week and the nature of the job will require travel throughout the UK and abroad from time to time. Flexibility is expected. You must be legally entitled to work in the UK on a permanent basis.

### **To Apply**

Please send a CV and covering letter explaining why you would like to be considered for this role together with your salary expectations to Michael Palij: [michael@smeatons-gin.com](mailto:michael@smeatons-gin.com)