

## **Brand Ambassador - Northern New Jersey**

The Brand Ambassador for Northern New Jersey represents and promotes Barr Hill brands in that area. Under the supervision and direction of the PA & NJ Market Manager, the Brand Ambassador supports and provides account management and conducts promotional execution of programming to meet company sales goals and objectives. The role is part-time around approximately 20 hrs per week and seasonal (May - August) with the potential to extend.

Founded by a beekeeper, Caledonia Spirits was built on a vision to connect cocktail culture to agriculture. We are passionate about the spirits we produce, including Barr Hill Gin, America's Most Awarded Gin. Our work is fueled by the values of environmental stewardship, social responsibility, and continuous learning.

At Caledonia Spirits we believe diversity makes us better. For us, it is not just about being an Equal Opportunity Employer, which we are proud to be. It is about inviting different experiences, backgrounds, and perspectives to our work; and making conscious efforts to reach out to candidates who can bring different ideas and perspectives to what we do and create together.

So we invite passionate people, committed to excellence, to join our team. We welcome applicants of all races, religions, colors, national origins or places of birth, ages, sexes, sexual orientations, genders, gender identities, and abilities. We welcome those who have served our country. We invite you to make our team richer and better.

## **Key Functions and Responsibilities**

The following duties and responsibilities reflect the essential functions of the position, but do not restrict the assignment of additional tasks. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Be the champion for Barr Hill brands in key accounts across the territory through compelling storytelling, creative engagement, and regular presence in accounts.
- Develop and foster relationships at key accounts to build Barr Hill brands' presence on cocktail menus and in retail stores.
- Work in conjunction with the distributor to target key accounts and maintain communication with distributor Reps, Regional and Area Managers.
- Train buyers, bartenders, retailers, and distributor personnel and educate them about Barr Hill.
- Support accounts through mixology advice, programming, and promotional execution including tastings (in store demos), training and events.
- Promote revenue growth and market penetration through attainment of new accounts and new placements.
- Maintain a regular, weekly schedule of appointments with accounts in designated region.
- Represent the company in alignment with the brand and company values.
- Adhere to established and approved expense budget.
- Respond or facilitate response to account and customer inquiries and concerns in consultation with management, as necessary/appropriate.
- Maintain daily records of work performed using designated systems and submit reports to department management as required.
- Advise management of all relevant market, account, competitive and customer information.
- Attend sales meetings with the greater Sales Team and Regional Team.

- Attend training, team meetings and other company-sponsored events as scheduled (physical or virtual presence required).
- Maintain confidentiality of sensitive and proprietary customer and company information.
- Complete other projects and perform other duties in support of the company goals and objectives, as requested.

If you are interested in applying for our Brand Ambassador - Northern New Jersey, please email a cover letter and resume to: [jobs@caledoniaspirits.com](mailto:jobs@caledoniaspirits.com). For more company information, please visit our website at [www.caledoniaspirits.com](http://www.caledoniaspirits.com).