



Job Description

Position	SoCal Brand Ambassador	Department	Sales
Category	Part-Time	FLSA Classification	Non-exempt
Supervisor	Director of Sales - West Coast	EEO Category	Sales Workers

Summary

The Southern California Brand Ambassador (part-time) represents and promotes the Caledonia Spirits portfolio statewide. Under the supervision and direction of the Director of Sales - West Coast, the Brand Ambassador supports and provides account management and conducts promotional programming to meet company sales goals and objectives.

Duties 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.

- Promote brand health, visibility, and penetration across key accounts.
- Develop and maintain productive and positive relationships with key account owners, buyers and managers to promote the interests of the company.
- Successfully achieve sales and product placements in existing and new accounts to meet performance goals.
- Promote revenue growth and market penetration through attainment of new accounts and new placements.
- Conduct tastings and other promotional activities both on and off premise to meet business goals in accordance with sales and marketing plans.
- Maintain a regular, weekly schedule of appointments with accounts in designated regions.
- Represent the company in alignment with the brand and company values.
- Adhere to established and approved expense budget.
- Deliver and/or coordinate delivery of product, as required.
- 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 and customer information.
- Attend trainings, team meetings and other company-sponsored events as scheduled.
- 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.

Education and Experience

Preferred: Bachelor's degree in sales, marketing or related field of study, with 1+ years of experience in sales and/or customer service. Bartending experience preferred.

Required: Any combination of education and experience likely to provide the skills, knowledge and ability to successfully perform the essential functions of the position.

Required Knowledge and Competencies

- Ability to meet and support sales goals.
- Ability to represent the company and the brand in a professional manner.
- Commitment to developing and maintaining an understanding of consumer and market trends and demands as they relate to the spirits industry.
- Ability and motivation to successfully implement plans and meet goals.
- Commitment to providing exceptional customer service.
- Ability to develop and maintain productive relationships with account representatives and customers.
- Ability to work independently and collaboratively within the team dynamic.
- Strong organizational skills, with the ability to successfully plan and conduct events.

- Technical capacity to communicate, document, report and distribute data and information, utilizing information and communications technology and systems as required.

Physical and Other Requirements

- Must comply with all company policies and safety standards.
 - Occasionally required to work outside of traditional business hours, including some evening and weekend hours, as necessary.
 - Frequently required to move about and navigate a variety of physical environments, including on-premise and off-premise locations.
 - Regularly required to travel by car locally, regionally and statewide; occasionally required to travel to Vermont and other locations in the U.S.
 - Regular operation of computer, keyboard, mouse, and other devices.
 - Participation in training sessions, presentations and meetings, on- and off-premises.
 - Occasionally required to ascend and descend stairs.
 - Regularly required to move and transport objects weighing up to 50 pounds.
 - High level of confidentiality required: regularly exposed to confidential, non-public information relating to the company's finances, product development and strategic plans.
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