



The San Jose / South Bay Brand Ambassador (part-time) represents and promotes the Barr Hill portfolio throughout the territory, which will be focused in San Jose and extend into the peninsula and Santa Cruz.. Under the supervision and direction of the Director of Sales - West Coast, the Brand Ambassador supports and provides account management and promotional programming to grow our business across key accounts in the territory.

The Brand Ambassador position requires a driven, passionate and committed sales professional with a proven track record of cultivating industry relationships and working well in fast-paced, collaborative environments. The Brand Ambassador must be able to recognize and communicate the passion and enthusiasm that begins at the distillery, understand our spirits' distinct characteristics, and communicate this to customers and distributors in an honest and authentic way.

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.

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.

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 events 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.
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- 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.

**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 in the territory 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. Clean driving record and a vehicle.

If you are interested in applying for our San Jose / South Bay Brand Ambassador, 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).