

POACHERS

— PREMIUM IRISH MIXERS —

About Poachers Drinks

- Poachers Drinks is one of Ireland's fastest growing and exciting drinks brand.
- The company produces a range of natural premium natural drinks using unique Irish ingredients.
- The company operates in both domestic and international export markets.
- It is the first premium drinks company to provide an imaginative, stylish and uniquely Irish drinks partner for the fast growing premium spirits industry.

Poachers Brand Ambassador – Leinster

We are looking for an ambitious, creative and committed Brand Ambassador to drive advocacy for the Poachers Brand in Leinster. The BA will educate, advocate and build brand affinity with our hospitality partners across bars, restaurants, hotels and distilleries through creative activations, events, trainings and tastings.

You will work closely with our current BAs, Sales and Senior Management Team.

Key Responsibilities

Drive Growth

1. Driving trade advocacy for the Poachers brand in the Irish On Trade market.
2. Building and retaining excellent customer relationships through training and customer support.
3. Educating and influencing the trade through brand activation.
4. Supporting rate of sale across targeted on-trade outlets.
5. Developing relationships with key bartenders in the trade.
6. Building brand preference with distilleries.

Drive Productivity

1. Delivering brand and product presentations to help build knowledge of Poachers with trade staff and distillers.
2. Delivering mixology sessions to help drive brand sales and to help build Poachers' relationships with Customers.
3. Attending events to drive tasting, trade interaction and consumer awareness.
4. Embedding brand perfect serves.
5. Creating and developing serves for our new products.
6. Working to get our brands highlighted on menus, whether directly with customers, or via relationships with Distilleries.
7. Running consumer brand tastings and cocktail events.
8. Building close working and cooperative relationships with Spirit Ambassadors to drive partnerships.
9. Content creation and brand promotion through a trade facing social media account (Instagram/ Tik Tok).

Knowledge and Skills:

- Deep understanding of what is important to premium customers and their consumers.
- Knows what is happening on the ground and has existing relationships with key influencers in the industry.
- Category knowledge across spirits and mixed drinks with experience in process, ingredients, & service. Experience in Cocktail-making would be an advantage.
- Passion for great drinks brands in particular premium/super premium brands.
- Operates proactively to beat the competition.
- Skilled in developing customer and stakeholder commitment, negotiating for win-win outcomes with a diverse range of individuals.
- Exceptional presentation skills that captivate the customer and leads to consistent, high quality execution that accentuates the distinctive elements of the outlet(s).
- Is capable and competent to deliver training & incentives with priority customers.
- Comfortable presenting at Trade press events/industry presence; implementation of tastings/events/experiences and point of sale materials.
- An On-Trade expert. You already may be a Sommelier, bartender/manager, entrepreneur, global brand ambassador in the spirits business.
- You may have built your career in distilling, or the newest experimental bars, high-end luxury hotels or even the fine-dining circuit. You have built relationships and networks at all levels in this industry.
- Skilled and creative Instagram content creator. Tik Tok a bonus.

Essential attributes:

- Reliable and trustworthy.
- Able to demonstrate a responsible attitude towards responsible drinking.
- A self-starter, always looking for opportunities to drive sales of the Poachers brand.
- Can build and sustain trust with others through real relationships.
- Can provide succinct and timely feedback to Head Office through formal reporting and conversation.

Experience:

- Has worked at Bar Manager or Asst. Bar Manager level or as a Brand Ambassador.
- Comfortable discussing and educating around mixology.
- Advanced category and product mastery.
- Experience of working with other parts of sales and other functions, particularly Field Sales and Account Management would be desirable.
- Good working knowledge of Microsoft Office

A full clean licence is essential and you must be willing to work unsocial hours as the role may demand (nights and/or some weekends) You also must be willing to travel to all parts of the island of Ireland as needed and be able to create and stick to a journey plan, optimising time in the field.

Remuneration:

- Competitive Salary + Bonus
- Company Expenses
- 21 Days Holidays
- Development opportunities

To Apply:

1. Send a CV and a short covering letter (500 words max) outlining why you would be perfect for this role.
2. Please email the above to recruiting@poachersdrinks.com by Friday 10th February.