



Deutch Family Wine & Spirits currently seeks a Whiskey Brand Ambassador who possesses the below qualifications.

Reporting to the VP, Spirits Brand Development, the Brand Ambassador will educate sales teams by sharing their depth of knowledge in the whiskey category, inspire our distributor partners with the story of our whiskey portfolio, and seek opportunities to build relationships and network with key whiskey stakeholders in the on and off premise. In addition, this role will spend 2 days/week in our Stamford, CT headquarters managing the execution of marketing initiatives. This hybrid role is an excellent opportunity for the candidate who has experience across both Ambassadorship and marketing in the whiskey category.

The Brand Ambassador will form relationships with key accounts and distributor managers and sales people. This role will serve to increase brand knowledge and engagement with the distributor sales force; drive retail and menu placements, lead distributor educational and kickoff meetings, and activate staff/consumer trainings. This role will also oversee and drive brand education to target consumers at key whiskey events and festivals and will be responsible to manage execution of point of sale, social media and PR activities.

Qualifications:

- Solid understanding of the whiskey category: production, trends and cocktails/mixology
- Charismatic storyteller who enjoys sharing their whiskey tales with others
- Excellent written and verbal communication skills, including writing and delivering presentations
- Deadline oriented self-starter who is proactive and holds self to high standard of work quality
- Ability to interface with the distributor network
- Strong influencing and partnering skills
- Social media savvy
- Experience in budget management
- BS/BA degree in marketing, desired
- Travel approximately 60%

Responsibilities:

- Trade Outreach & Engagement (40%)
 - Grow relationships and distribution in core set of influential on- and off-premise accounts (per target account list)
 - Grow relationships and provide support to key distributor sales people and managers

- Secure new distribution and menu placements in targeted accounts
- Conduct in-store sampling events
- Activate brand initiatives with distributors and accounts
- Trade Education (10%)
 - Serve as product knowledge expert for DFWS Whiskey
 - Communicate features and benefits
 - Communicate heritage and equity of the brand
 - Educate trade, and distributor/broker partners on benefits of DFWS whiskies
 - Support sales division teams at distributor meetings and events
 - Help expand whiskey knowledge within DFWS
- Events (5%)
 - Support trade and consumer shows as required
 - Assist in planning and execution of key local/ad hoc events
- Reporting (5%)
 - Provide monthly recap of all activities
 - KPI monitoring
 - Report markets trends and competitor activity
- Marketing Execution (40%)
 - Leads execution of point of sale items
 - Manages A&P budget
 - Directs social media and PR agencies
 - Manages limited releases and private barrel program
 - Creates brand presentations, including annual plan

If your background and experience meet these qualifications and you want to join a dynamic industry, please [click here to apply](#).

Initially called W.J. Deutsch & Sons, Ltd., the company was founded in 1981 by Chairman Bill Deutsch to market quality wines produced by prestigious families from major wine regions of the world. In 2009, it announced the expansion of the award-winning company to include a Spirits Portfolio. Today the company is renowned for its brand-building prowess and its ability to meet the needs of the modern consumer. Bill's son Peter Deutsch is CEO; thus two generations of the Deutsch family work side by side in their continuous quest to build strong brands and relationships throughout the wine and spirits industry.

The portfolio includes award-winning wines from Australia: [yellow tail], [yellow tail] Bubbles, Peter Lehmann; California: Eppa SupraFruta Sangria, Girard Winery, Joseph Carr, Josh Cellars, Josh Cellars Reserve, Kunde Family Estate, The Calling; France: Andre Lurton, Cave de Lugny, Fleurs de Prairie, Hob Nob Vineyards, Sauvion et Fils, Italy: Barone Fini, Villa Pozzi; New Zealand: The Crossings; Portugal: Quinta Do Vale Meao; Spain: Mar De Frades, Cruz de Alba, and Ramon Bilbao Vinos Y Vinedo; Argentina: Ruta 22, and award-winning spirits from LUKSUSOWA Vodka (Poland), VILLA MASSA® Limoncello (Italy), LICOR 43® (Spain) and REDEMPTION Whiskey (U.S.A.).

Deutsch Family Wine & Spirits is an Equal Opportunity Employer.

Learn more about Deutsch Family Wine & Spirits at www.deutschfamily.com