

HEADFRAME SPIRITS INC.

Department:	Job Description:
Job Description Title: Brand Ambassador	FLSA Status: <i>Exempt</i>
Accountable To (Title): Sales Manager	Position Status: <i>Full-time</i>
Prepared By: Courtney McKee	Revision Date: October 4, 2018

Company Background & Job Summary:

Headframe Spirits makes great products, tells great stories and needs a great team to execute on product sales in our state, region and country. This takes the shape of tastings and events, product placements and general sales efforts.

Essential Duties and Responsibilities and Expectations:

The primary overarching responsibility of this position is to generate spirits sales by the communication and furthering of Headframe Spirits' vision and values. Headframe Spirits Inc. was founded on the belief that a business has both an opportunity and a responsibility as community stewards. The company redefines Community, based on context. Community values extend to our local community of Butte, Montana, to our larger community of the State of Montana. We also define our community as industry--both in the context as members of the Montana Distiller's Guild, as well as the larger community of distillers around the world. Further, we believe that our role is not just membership in these communities, but leadership in developing context, promotion of values and a shared recognition that success for one should be success for many.

Our corporate vision is based on developing our business as a community success story. We believe that Butte, Montana is a wonderful place to live and work and we want to be a component of the redefinition of Butte as not just a former mining town, but a thriving city of entrepreneurs, innovators, outdoor enthusiasts and boundless opportunity.

As a full time position we expect at least 40 hours a week and expect that some weeks will necessitate more time. Keep in mind in the breakouts below many of the categories of work detailed will overlap with one another and the time required for each category may fluctuate periodically.

On-Premise Events and Sales

40 % of time Description of Duty/Task:

- Establishes goals and objectives with supervisor in the assigned territory
- Support brand in target accounts:
 - Staff Product Knowledge Sessions
 - Special Events (Tasting events/Happy Hours/etc.)
 - Cocktail Consumer Bar Spend
- Assist Distributor/Broker to:
 - Gain placement of brand in target on-premise accounts
 - Achieve cocktail menu placements and special features
 - Get Headframe logo onto menus
 - Develop sales incentives and staff competitions with supervisor/territory rep and other incentive opportunities
- Appropriately leverage inventory of signage, swag and marketing materials to satisfy needs of on-premise accounts with a direct goal of increasing spirits and branded product sales
- Positively present yourself and represent the brand
- Demonstrate expert brand and industry knowledge
 - Know other local distilleries well
 - Understand types of spirit and how they're produced
 - Understand and communicate distinction between batch and continuous flow distillation
- Establish and build relationships with account decision maker and support staff with regular visits (account owner/manager) across multiple locations if necessary

- Understand client structure such that opportunities don't get overlooked (is catering the same decision maker as the bar/restaurant/room service etc.)
- Leverage visits and bar spend to experiment and create unique cocktails with staff bartenders/mixologists
- Report any issues, product quality concerns or other challenges to supervisor immediately
- Document visit in CRM software, including all required data (procedure exists)
- Investigates and resolves all customer questions, complaints, and problems with quality in a timely fashion.

Multi-Vendor Events

25 % of time Description of Duty/Task:

Support brand at special events such as food & wine festivals, tradeshow and other tastings outside of the bar environment. These events are tethered more to a marketing focus including exposure, storytelling and generating new potential leads.

- Discuss with supervisor the events you think are a good fit for Headframe Spirits, with plenty of lead time
- Assist Headframe Spirits with pre-planning events, promos, etc.
- Maintain designated event totes with proper inventory of all consumables
- During the event, educate consumers on brand story & serve samples, set-up and break-down
- Share social media content with Headframe Spirits such as, list of events in your area, new placements, photos (cocktails, account staff, consumers enjoying Headframe Spirits, etc.) – this applies to on and off-premise content as well
- Attend community events where Headframe Spirits is represented

Off Premise

10 % of time Description of Duty/Task:

- Provides signage, stickers, shelf talkers, display materials, etc. to Off-Premise accounts
- Builds and maintains relationships with Off-Premise accounts
- Provides sample bottle of any product not purchased by a given account in the last 12 months along with proper information for the spirit to the account decision maker to increase placements for the total brand
- Communicates any quality or pricing issues to supervisor immediately
- Provides sales information regarding merchandise, i.e. Headframe Spirits' Copper Mugs, Flasks, or T-shirts
- Promote any Temporary Price Reductions or other changes in pricing appropriately
- Communicate any events with an on-premise account that pertain to a given location to ensure proper stock of samples as well as shelf stock in the store and create increased visibility of the event
- Properly promote and gain placement for new products as they become available
 - Ensure that knowledge of such products is conveyed to all staff members

Out of State Account Management

10 % of time Description of Duty/Task:

Periodically you may be asked to travel out of state for sales visits with accounts. Any out of state travel will be done with a supervisor.

- Tradeshow for the public or important accounts in that market
- Ride-alongs
- Distributor or Broker meetings
- Site visits
- General Sales Meetings (GSMs)
- Work-withs in a form similar to on-premise account calls within the state utilizing product knowledge, storytelling and marketing materials

Administration

15 % of time Description of Duty/Task:

Sales and marketing work necessitates a good deal of active work. The administrative side is very critical as well. This includes:

- Regular communication with brokers, distributors, and accounts including coordination with Headframe's Graphic Design and Social Media Specialist to: share mailing lists, email newsletters about cocktail ideas, communicate Headframe news specific to on and off premise accounts and events and happenings support keeping Headframe in our customer's minds and help them stay great storytellers.

- Planning for and reaching out to accounts regarding upcoming travel when visiting each market – schedule account calls ahead of time wherever possible with the designated territory rep for the broker/distributor
- Weekly team meetings to talk out new talking points, messaging and business developments. Also, to develop and track sales goals, achievements and challenges as a team
- Record keeping for all account visits, calls, communications and events
- Staying current on industry data and trends
- Keeping current on customers and their own business developments
- Escalation of communication about customer account challenges and opportunities. Learning from each other is critical.
- Maintain accurate records for inventorying items allocated for markets and verify those records monthly
- Restocking your stock of marketing materials for use in the world.
- Vehicle maintenance
- Attend applicable trainings whether online or in person
- Assist in the development and execution of marketing materials as deemed necessary for on and off-premise accounts

Minimum Qualifications (Experience/Education):

Associate's degree or equivalent from a two-year College or technical school; or two years' related experience and/or training or equivalent combination of education and experience.

CERTIFICATES, LICENSES, and REGISTRATIONS:

- Must have a valid driver's license, a clean driving record, and be insured with no alcohol related offenses on record.
- Must be TIP Serve Safe certified with the state of Montana.

Competencies or Knowledge, Skills and Abilities (KSA's):

OTHER SKILLS, ABILITIES AND COMPETENCIES:

- Cares, first and foremost, about safety.
- Cares, almost equally, about people and about relationships
- Has a strong moral compass and great integrity
- Cares about Team Headframe, Butte, and the community of craft distilleries around the country
- Demonstrates professionalism, good interpersonal and communication skills, and excellent customer service.
- Ability to interpret and apply commonsense understanding in order to solve practical problems and deal with a variety of work situations within the scope of the job.
- Perform well under pressure.
- Exhibit initiative and sound judgment.
- Demonstrates accuracy and thoroughness in all areas of responsibility to ensure quality of work.
- Completes assigned duties within a reasonable time.
- Follows safety and security procedures.
- Maintains complete confidentiality in all matters concerning Headframe Spirits' business and personnel.
- Establishes and maintains effective working relationships with co-workers, supervisors, business associates, suppliers, and customers.
- Reports all competitive information to direct supervisor.
- Maintains all allocated company property, including vehicles as well as all sales and merchandising tools.
- Maintains appropriate dress and personal appearance accordingly to company standards.
- Attends and participates in all sales, training, and company meetings.
- Maintains professionalism and good judgement in an atmosphere where alcohol is present

MATHEMATICAL SKILLS:

- Proficient in the fundamentals of mathematics and applying fractions, percentages, ratios, and proportions to practical situations.
- Ability to calculate amounts such as discounts, interest, and commissions.

LANGUAGE and REASONING ABILITIES:

- Must be able to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form.

- Must also have the ability to write routine reports and correspondence; and communicate effectively to customers or co-workers.
- Ability to respond appropriately to common inquiries or complaints from others.
- Must be able to communicate grammatically and verbally to customers, co-workers, and supervisor.
- Must be able to communicate via social media when prompted to post on an event.
- Must approve any proposed marketing materials such as sales sheets or event posters with the supervisor.

TECHNOLOGY EXPERIENCE:

- Must be able to operate and manage a Google Gmail email account, calendar, Drive server and Excel
- Must be able to operate a laptop computer or handheld device in order to track sales and projects in a CRM platform.
- Must provide a cellular phone and cellular service.
- Must be able to have access to a printer.
- Must have access to Internet or Wi-Fi.
- Must have knowledge and basic understanding of how to execute social media posts and marketing.

Physical Demands & Working Conditions:

- From time to time you will be asked to work events or accounts outside of your own defined territory.
- Must frequently lift and/or move up to 50 pounds and occasionally lift and/or move more than 100 pounds.
- Occasionally exposed to work in wet or humid conditions and extreme cold or heat (non-weather), as well as outdoor weather conditions.
- Must be able to work around alcohol in a professional manner that reflects well on the brand and operates within the law at all times
- Employee may not drink alcohol and operate a vehicle.
- Must be able to adhere to the code of conduct as specified in the Employee manual.
- Must be able to drive and operate a vehicle in adverse weather conditions.
- Must maintain safety for extreme conditions by notifying supervisor and account if travel is not possible.
- Must maintain an adequate supply in the event tote.
- Must report any shortages or needs to supervisor.
- Be yourself, but also professional in your actions, attire, etc.