



## **BEAR FIGHT BRAND AMBASSADOR- Northeast, Flexible**

**Who are we:** Next Century Spirits is a full-service distilled spirits and marketing company specializing in the creation and processing of distilled spirits for private label, bulk, and private brands. Next Century Spirits has won numerous awards including the 2023 North Carolina Distillery of the Year. It produces one of the top 20 whiskies in the world and ships to customers all over the globe. The NCS Brand Group focuses on the marketing and distribution of its owned portfolio of brands which includes Bear Fight American Single Malt Whiskey, Creek Water American Whiskey, Caddy Cocktails, and Numbskull Whiskey.

**Primary Duty:** The Brand Ambassador will have an essential role in growing Bear Fight on premise. They will bring the Bear Fight Brand to life in the market by acting as the face of the brand by building relationships and inserting the brand into relevant accounts, cultural moments and events.

**Reports To:** The Bear Fight Brand Ambassador reports to the Bear Fight Sr. Brand Manager. This person will also collaborate closely with the State Sales Managers.

### **JOB RESPONSIBILITIES**

- The Brand Ambassador will serve as the expert for Bear Fight with a passion for storytelling and all things whiskey to bring the brand to life to both trade and consumers
- Responsible for development and implementation of trade advocacy focused programming
- This role will also oversee, and drive brand education, focused towards NCS sales team, distributors, bartenders and consumers by hosting events, staff trainings, and consumer samplings
- Support sales teams at distributor meetings and events
- The Brand Ambassador will be the face of the brand at key industry events and festivals, attending and managing the brand's presence in their core markets
- Incorporate Bear Fight into their social media presence in an organic and authentic way
- The Brand Ambassador will be creative and serve as a key extension of the Brand team for brand planning, activity development and sponsorship and idea evaluation in their region of markets
- As a key resource to the brand team, the Brand Ambassador will have the pulse of the trade and consumers and apply that knowledge to provide insight into marketing activity development
- In addition, this person will have the ability to create custom programming in which he or she will execute, within an appointed budget
- Provide monthly recaps of all activities including up to date monthly budget and expenses
- Report market trends and competitor activity



## **JOB REQUIREMENTS**

- Bachelor's degree (B. A.) from four-year college or university; or two to five years related experience and/or training; or equivalent combination of education and experience.
- Must be 21+ years old
- Deep knowledge of craft spirits, whiskey industry, and cocktail development
- Credibility with the on-trade is essential; must be part of the community with an existing network and presence
- Energetic and personable storyteller with strong public speaking skills
- Excellent written and verbal communication skills, including writing and delivering presentations
- Strong and active social media presence preferred
- Strategic thinker with ability to work collaboratively with a variety of different teams across multiple functions
- Strong level of budget management and organization required
- Works well independently, without need of micromanagement
- Must be able to build and maintain customer relationships
- Must have reliable transportation for territory with room for POS/product
- Understanding of Google Suite and Microsoft Office platforms
- Willingness to travel and work flexible hours, especially evenings and weekends (approx. 50% travel required). Please note this role is not a typical 9-to-5 and requires a consistent travel schedule and working evenings and weekends

Please send your resume to Tess McNally at [tmcnally@nextcenturyspirits.com](mailto:tmcnally@nextcenturyspirits.com)