



Irish Distillers Pernod Ricard

Jameson Graduate - Job Description Form

Job Title	Brand Ambassador	Reports To	Brand Manager in market
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Section 1 : Purpose & Tasks

Top line summary description (role/summary of key responsibilities)

- 80% field based, conducting the Jameson Mentoring programme, building relationships with customers & recruiting consumers. Minimal Head Office support, so maximum initiative required.
- To pioneer the Jameson Graduate Programme by:
 - (i) establishing the role as an invaluable support to the PR co., Jameson brand teams and sales forces operationally and
 - (ii) evaluating the current Jameson brand position and assisting in establishing direction for future development.

Core Roles & Responsibilities

- Represent the Jameson brand as brand ambassador and champion
- Support the brand team in planning, testing, implementation, and evaluation of Jameson field / brand development activity.

Key Tasks (including decision making authority as agreed with line manager)

1. Brand education/mentoring

- (i) Educate / mentor PR sales force ensuring comprehensive understanding of the Jameson brand's specificities/characteristics & key differentiating qualities in respect of main competitor brands.
- (ii) In co – operation with sales force, educate/mentor staff in key trade customers with a focus on bartenders.
- (iii) Build optimum share of mind for the brand amongst all PR employees.
- (iv) Identify and conduct tastings / education for groups of target consumers / opinion leaders.

2. Brand development

- (i) In cooperation with brand team and sales force, identify & target Jameson on trade accounts for brand image/development.
- (ii) Build relationships & development plans for each target outlet including consumer and trade promotions, bar staff education, brand visibility etc.
- (iii) Recruit & convert target consumers to the brand through trial.
- (iv) Seek relevant opportunities for brand development – trade associations, relevant events etc.
- (v) Maintain & optimize relationships with Irish Bars where appropriate.
- (vi) Become an authority on market dynamics providing market insights to local team & to IDL from learnings.
- (vii) Optimise visibility and identify opportunities (e.g. in-store communication) for Jameson in the off-trade; assist sales team with store merchandising, incorporating POS materials etc

3. Direct support to the Jameson Brand Manager

- (i) Support in implementation, tracking and evaluation of planned promotional activity in the on/off trade.
- (ii) Provision and presentation of Jameson best practice to assist in design and implementation of key on/off trade activities.
- (iii) Proposal, presentation and on brand team approval, trial of new brand initiatives, either international best practice or original.
- (i) Provision of market intelligence, investigating, analyzing and reporting on key competitor activity

4. PR / Event support activity

- (viii) Identify opportunities in market suitable for Jameson involvement (art, culture, film related events)
- (ix) Engagement with influential lifestyle media: As whisky ambassador, represent Jameson brand to trade & lifestyle press when/where opportunities arise.
- (x) In co – operation with PR marketing/PR, highlight & promote Jameson PR activities (e.g. St. Patrick's Day, film sponsorship, party) to relevant media/press contacts.
- (xi) Share / highlight Jameson's global 'best practice' with brand & PR teams.

Section 2: Need To Achieve

Key Deliverables

Note: To be agreed & defined with individual Regional Managers prior to commencement of employment in market

Mentoring

- Host mentoring sessions targeting consumers, trade & key influencers
- Development of local sales force product knowledge through mentoring sessions and motivation behind selling Jameson

Share of Mind

- Actively increase share of mind for Jameson across Pernod Ricard companies
- Actively increase share of mind for Jameson amongst key target on trade outlets

Monthly reporting

- Complete monthly report in line with IDL / EOP report format for circulation to PR Marketing and IDL International Division management.
- Produce a market report – environment analysis, market trends, spirits market analysis, market shares.
- To make sure monthly depletions are advised to IDL.

Thejamesonway.com

- Actively contribute to the brand intranet site through news stories, submitting best practice & blogging.

Personal Competencies (skills, knowledge, ability Experience – incl.

Essential

Extremely outgoing, sociable personality
 Very independent (has lived away from home before)
 Excellent presenter
 Positive 'can do' attitude
 Flexible
 Good team player
 Creative
 Initiative, entrepreneurial skills
 Reliable & Hard working

Desirable

Good IT skills
 Good numeracy
 Good report writing
 Marketing Background
 Interest in Art, Culture and Film would be an advantage

Key Relationships - In Market	Key Relationships - IDL
<ul style="list-style-type: none"> • Report directly to Brand Manager 	<ul style="list-style-type: none"> • Liase with Regional Manager
<ul style="list-style-type: none"> • Sales teams with Pernod Ricard sister companies around the world 	<ul style="list-style-type: none"> • Jameson Brand Team
<ul style="list-style-type: none"> • On-trade customers 	<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • Irish Trade Companies /Contacts 	<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • Media and key trade influencers 	<ul style="list-style-type: none"> •