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JOB DESCRIPTION: Kokoro Gin UK Brand Ambassador

Kokoro Gin is seeking a confident, inspiring person to join our team in the full-time role of UK Brand Ambassador.



Kokoro Gin

Launched in late 2016, Kokoro Gin is a multi-award winning premium craft gin distilled with fresh sansho berries handpicked from our woodland trust in the Japanese Alps. The C.W. Nicol Afan Woodland trust was established by our 'Uncle Nic' in the mid-eighties and is now home to over fifty endangered species and is a UNESCO Future World Heritage Site.

Available in some of the UK's premium retailers, bars and restaurants, Kokoro Gin's listings include Harvey Nichols, Morrisons and Nobu.

Demand for Kokoro Gin is growing rapidly, and a dynamic brand ambassador working alongside our UK distributor Mangrove that shares our passion and values is central to our continued success.



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The Role

You will be responsible for introducing Kokoro Gin in person to the best on and off-trade accounts, managing relationships with accounts and being the fount of knowledge on Kokoro Gin, from brand story to training to activation working closely with PR and Brand agencies.

Responsibilities

You will represent Kokoro Gin in all day-to-day activities, including but not limited to:

Training & Tasting

Both On & Off Trade, for head offices and customer-facing staff.

Consumer Tastings - On Trade outlets and also in-store where appropriate

Bar team training

Support the Mangrove sales teams ensuring they are fully educated on all aspects of Kokoro Gin. Although this is a brand ambassador role, your ability to coordinate with the sales teams to drive placements and rate of sales will be crucial. As a small team, we are all focused on sales.

Drinks

Drink creation for specific accounts or events.

Cocktail demonstrations – focusing on the perfect Kokoro Gin signature service, at training, tastings and events.

PR & Events

Assist PR team and brand managers with the implementation of marketing campaigns (social media, point-of-sale creation, promotions etc.).

Be the spokesperson for the brand at small events and one-to-one tastings.

Attendance, management and breakdown of events – both consumer and trade.



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YOU

You are: Curious. Adventurous. A Problem Solver. Ambitious. A Storyteller.

You love: Food & Drink. Japanese Culture. The Outdoors.

Your Experience:

This role would suit someone who either has some previous Brand Ambassador experience or a minimum of 3 years' experience in the bar or restaurant industry.

Bartender experience necessary.

An excellent network in the UK trade & a strong commercial understanding of sales process and driving ROS.

Details:

Start – Summer 2018

Location – U.K.

Salary – Competitive

Bonus scheme

Share option scheme after 12 months

Please contact: sales@kokorogin.com before 30th June 2018

