

**POSITION DESCRIPTION**

<b>POSITION TITLE:</b>	Wine Ambassador
<b>DEPARTMENT:</b>	Global Marketing
<b>REPORTING TO:</b>	Graduate Manager
<b>LOCATION:</b>	Various
<b>PR JOB BAND:</b>	Local Banding F
<b>DATE OF VERSION:</b>	August 2016

**Position Summary:**

This role will primarily operate in the capacity of ‘Wine Ambassador’ for Pernod Ricard in a dedicated market for up to two years; responsible for representing the Pernod Ricard Winemakers’ portfolio to Distributors/Consumers and to drive business growth by enhancing wine knowledge in local Marketing and Sales teams. This role will also advise on digital and social media strategy.

**Position Dimensions:**

<b>Position Outline</b>	<p>Throughout the training period the Wine Ambassador will receive work experience across Operational Sites (Viticulture, Winemaking) and Corporate/Commercial functions (Marketing, Sales, Communication).</p> <p>Once in market (up to two years), the Wine Ambassador will work closely with local Marketing and Sales teams to deliver activations and drive wine business growth within the region.</p>
<b>Roles reporting to position</b>	This position has no direct reports
<b>Key stakeholders -internal/external</b>	<ul style="list-style-type: none"> <li>● Markets</li> <li>● Distributors</li> <li>● Consumers</li> <li>● Global Marketing</li> <li>● Winemaking/Operations</li> <li>● Media</li> <li>● Marketing agencies</li> </ul>

## **Key Responsibilities:**

### **Wine Marketing**

- Propose, plan and host experiential marketing activations such as wine dinners and trade events.
- Discuss business strategy, products and target customer groups to identify marketing requirements for our brands.
- Collaborate with appropriate departments on brand architecture components such as design, price, packaging, promotion etc.
- Advise on digital and social media strategy; manage local social media accounts and maintain an online presence.
- Analysis quantitative and qualitative market research to present proposals for appropriate wine strategy implementation in market. Proposals will include analysis and recommendations for product design, price point, packaging, appropriateness of advertising and product promotion techniques.
- Consulting with the global Pernod Ricard Winemakers team on individual market requirements for advertising and promotions. Oversee development of local advertising activations to ensure consistency across brand.

### **Wine Education**

- Be the product expert for our Australian, New Zealand, Spanish and Argentinian wine brands.
  - Promote to and educate employees about the product using expert brand and category knowledge.
  - Provide formal and informal wine/brand education and training for Pernod Ricard affiliates, distributors, trade, consumers and the press.
- Liaise with the winemaking, viticulture and marketing teams to further develop wine education assets.

### **Advocacy**

- Develop, encourage and instil a 'wine culture' within the Pernod Ricard affiliate network through increased exposure to wine and wine education.
- Build digital engagement programs including blogging and internal digital content.
- Play an active role in relevant inbound visitations of key affiliates, trade and media.

### **Sales**

- Support sales and trade teams to gain listings and activate channels by delivering expertise of the wine category, specific market requirements and highlighting possible opportunities
- Engage on and off premise customers to expand PR Winemakers portfolio franchise at touchpoints

### **Trade and Consumer Events**

- Support local team by organising, implementing and representing the brand at Trade and Consumer events.
- Work closely with Pernod Ricard Distributors to provide wine industry expertise at all appropriate consumer wine fairs, trade shows and exhibitions.
- Propose, present and initiate new marketing experiential activities.

### **Reporting**

- Provide market intelligence and information on competitor brands as required.
- Follow price analysis and sales performance.
- Report on brand performance and identify commercial opportunities.
- Proactively communicate learnings from the field and actively communicate best-practice in the company.
- Liaise with Pernod Ricard Winemakers global team, ensuring consistency across activations worldwide.

### **Health, Safety, Quality and Compliance:**

The Company is committed to maintaining the highest level of performance in all aspects of quality, safety and environmental management (“QSE”).

As an **employee**, you will meet our QSE obligations by:

- Complying with relevant legislation and the Company’s QSE policies, standards and procedures.
- Actively supporting and participating in the Company’s corporate social responsibility initiatives and activities.
- Treating all people with respect and in accordance with the Company’s equal opportunity and unacceptable behaviour policy.
- Understanding the importance of responsible drinking and acting in line with our responsible drinking obligations.
- Behaving in a manner that does not put the safety and integrity of you, others, the environment or the company at risk.
- Actively participating in QSE training and initiatives.
- Actively participating in rehabilitation processes designed to return you to normal work duties.
- Reporting concerns to your manager in respect to any practices that could impact on people, product or the company’s reputation.

**Skills/Qualifications/Experience:**

<b>Essential:</b>	<b>Desirable:</b>
University qualification	Ability to develop an intimate knowledge of the consumer and to target marketing activities according to this knowledge
A willingness to live and work abroad	Understanding of wine and the wine market
Marketing/ Sales skills	Language skills, a 2 <sup>nd</sup> language in addition to English would be preferable
A strong networker who displays entrepreneurial aptitude	
Competent in the use of technology	
Independent and proactive	
Curious, open-minded and interested in foreign cultures	
Positive, can-do attitude	
Ability to work in team	
Social and convivial nature	
Reliable, hard worker	

**Functional Competencies:**

<b>Competency:</b>	<b>Level 1 - 4</b>
Business Intelligence	1
Insights into action	1
Brand and portfolio strategy	1
Product evolution and innovation	1
Experience Planning	2
Experience Activation	2
Price Management	1
Creativity	2
Project Management	1
Influencing and partnering	2
Drive for Business results	2
Financial Acumen	1
Digital Acumen	2

**Leadership Competencies:**

<b>Competency:</b>	<b>Engaging</b>	<b>Influencing</b>	<b>Leading</b>	<b>Shaping</b>
Strategic Vision	N/A			
Entrepreneurship	x			
Results Orientation	x			
Lives the Values		x		
People Development	N/A			
Team Management	N/A			

**Special Conditions:**

- Regular out of hours work

*This position description is intended to describe the general nature and level of work being performed. It is not an exhaustive list of all responsibilities, duties, or skills required, and the employee may be required to perform other duties (that they are skilled to perform) as needed.*

**Job Holder (name/signature)**

**Date:**

**Manager (name/signature)**

**Date:**