



**Position Title:** Copalli Rum Brand Ambassador

**Duration:** Part Time

**Location:** San Francisco/LA/San Diego/New York/Miami

**Reports To:** Simple Serve/Copalli Rum Account Executive

### **Position Summary**

- The PT BA will work as an Independent Contractor of Copalli Rum, and will focus on developing and building the Copalli Rum Brand, in select accounts in the assigned areas
- Target list of **≈ 30** Accounts per market
- Approximately **15** hours per week
- The position is centered around two key areas:
  - Sales Support
  - Brand Education

### ***Program Objectives:***

- Drive and control the relationship of select target accounts (Decision Makers, Bartenders, Wait Staff)
- Increase bartender affinity & recommendation of Copalli Rum through training & account support
- Establish bartender advocacy & adoption through on-going brand engagement efforts
- Cement brand roots within mixology & the bartender community to enforce positive trade perception of Copalli Rum
- Increase share of premium Rum cocktails through increased usage & brand adoption

### **SOW/Deliverables:**

#### **Sales Support:** (within target account universe)

- **Frequent Accounts Visits** - to build relationships w/ bar owners/bartenders as needed
  - Work closely with the Copalli Rum field team to secure meetings in all the accounts from the list
  - Core focus on new product distribution, menu placements and wells ("house pours")
  - Communicate and report successful product/menu placements as secured
  - Follow Up to confirm/support placements

#### **Brand Education:**

- **Staff Trainings** - to be conducted ongoing
- Collaborate with local team to conduct brand specific staff trainings in target accounts as needed. (Bartenders, bar backs, wait staff).
  - Trainings primarily within the account list or following the request from HQ
  - Manage logistics and present the training
  - Report the training (Date/Account/ # of people trained, etc.)
  - **Distributor trainings** - based on HQ or local team request

#### **Reporting:**

- Weekly Conference Call
- Monthly Activity Recap (template provided)
- Monthly Invoicing and Expenses
- Frequent Menu/Placement Tracking

#### **Copalli Rum:**

- To successfully deliver against the above SOW, Copalli will provide:
  - A monthly compensation of \$2000
  - T&E budget to cover use of taxis, account visits, product purchases

- Activation Budget (ie. "sample budget") provided to support program
  - Sample requests made via distributor are to be pre-approved by market manager/ HQ

### **Requirements**

- Indisputable cocktail & spirits knowledge
- Recognized within the bartender community
- Articulate, charismatic, engaging and pleasant
- Demonstrated public-speaking, presentation and computer skills
- Understanding of group/brand strategy and with ability to turn it into action
- Professional, responsible and able to work independently
- Ability to sell, influence and partner with customers and co-workers
- Passionate about the spirit industry and the Rum category
- Ability to manage budgets and provide timely, concise reporting
- Clean driving record and good credit history