

Copper in the Clouds
THE DISTILLERY AT DOWSETTS FARM



The Distillery at Dowsetts Farm
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Brand Ambassador & Events Co-Ordinator - Role Definition (FT or PT)

Company Background

JG Drinks is an ambitious drinks start-up based in the Hertfordshire countryside, working from our distillery in Colliers End, near Ware. We're currently laser focused on growing the two brands within our portfolio;

- Copper in the Clouds is our 4 year old spirits gin brand. Our aim is to make the most giftable range of spirits on the planet using our unique "playfully premium" approach to our products and their presentation.
- The Wooden Moose Rum Co. is our new rum brand which combines the very best Caribbean rum with fruit infusions producing uniquely flavoured premium spirits, perfect for sipping and mixing.

All our products are distilled using our two, flame fired copper pot stills which extract more intense flavours and aromas from our unique recipes, resulting in fabulously pure and clean spirits of the highest quality. Presented in beautifully wrapped bottles, this winning formula has enabled significant business growth with established markets, ranging from local independent retailers and high street boutique outlets to a national presence with John Lewis Partnerships and significant online sales via our own website and other distributors.

Our business growth expectations for this year require someone to take on the combined role of Brand Ambassador & Events Co-Ordinator to support our operation.

Role Purpose & Responsibilities

The primary purpose of the role is to ensure that the company is represented in the best possible way at all events, training sessions and tastings we conduct as a business.

The key responsibilities include;

- Quickly learning our portfolio of products and being able to confidently educate others from previously held spirits knowledge.
- Taking ownership of the set-up and pack-down process at each event, adhering to safety and quality control guidance.
- You'll be the face of our brands at these events and must have an inspiring and infectious personality, be charming, fun and friendly.
- Adhering to all health and safety/food safety protocols in the workplace and when out on the road and at third party sites.
- Be happy working individually and confident managing events, delegating in a team environment.
- Holding yourself to the very highest professional standards – we live and die by the perception of our brands.
- Reporting to the Operations Manager you'll be required to manage stock levels taken to events/checked back into stock at the distillery, maintaining accurate accounts for each event and managing a cash/card payment till.
- Working to revenue targets and KPI's relating to the role. Bonus available for meeting/exceeding targets.
- Driving a short wheel base van to and from events.
- Working with our Marketing Manager to ensure a coherent marketing strategy for our events.
- Job can be full time or part time. If full time, some work in the distillery production team would be required.
- Working weekends and bank holidays as required by our events schedule.

Person Specification

Skills & Experience

The ideal candidate would have previous experience working with spirits in a customer facing role. Personal skills and previous experience are noted below, and the expectation is that successful candidates will be self-starting, fast learners who once equipped and educated, will have the acumen, energy, and strength of character to take the lead in managing and executing their own responsibilities and the operational environment.

Specific skills & experience will ideally include;

- Holding a clean driving licence. Experience driving a van would be beneficial
- Experience working with and knowledge of spirits.
- Customer service experience in retail, hospitality or events.

- You'll be well presented, punctual and personable.
- Self-starting and self-motivated with a results-driven approach and a can-do attitude.
- Must be physically fit, will involve some heavy lifting to set-up and packdown events.

Cultural Style

We are a fast-growing company, laser focused on growth and improvement. We want to find someone who can grow with us and contribute to the bigger picture of becoming a leading drinks producer both within the UK and internationally.

Internally, the business is young, playfully cool, and informal by nature and has a can-do culture, with no compromise on quality of product, presentation, customer engagement and service.

Package, Salary, Terms and Conditions

The role delivers the following package of benefits;

- Salary (per annum); £22,000 - £24,000 (Pro-rata if part time)
- Bonus scheme; Up to £4k per annum.
- Pre approved expenses when out on the road.
- Company van with personal use permitted.
- Annual Holiday Entitlement; 28 days (Pro-rata if part time)
- Pension; Workplace Pension Scheme
- Working Hours 37.5

The role is based at The Distillery address but will include frequent visits to events and customers.