



ISLE OF HARRIS DISTILLERS LTD.

Brand Ambassador Scotland

Salary: competitive & based on experience

Isle of Harris Distillers Ltd. was established to create the island's first distillery, acting as a catalyst for the economic regeneration of this fragile Hebridean community. The distillery in Tarbert is currently in the process of producing a single malt whisky of the highest quality and has already established a reputation for the new Isle of Harris Gin, critically acclaimed for its distinctive taste, packaging and story.

The Company has an innovative sales approach, preferring to sell Isle of Harris Gin directly to target consumers instead of through traditional retail outlets. To support this, the Company intends to appoint a Brand Ambassador who will create demand for its gin through carefully selected bars, restaurants and hotels, consumer events and other creative collaborations.

The Brand Ambassador will build lasting relationships with target on-trade accounts, leading to increased promotion of the brand. He or she will also identify, organise and manage consumer events, developing creative collaborations with selected partners to generate positive publicity.

The nature of the role requires someone who is extremely self-motivated and organised, with an ability to work alone on a daily basis. Applicants should be knowledgeable about the gin category and have a strong understanding of the on-trade environment. A background in events, sales, marketing or public relations would be an advantage.

As the public face of the Company the ambassador must embody the very best of the Isle of Harris and its distillery, leaving a positive impression with every customer and client encounter. As such, possession of excellent communication skills and natural charisma would also be considered essential.

To apply, please send your CV and a covering letter to: Shona Macleod, Isle of Harris Distillers Ltd., Tarbert, Isle of Harris, HS3 3DJ or by email to: work@harrisdistillery.com.

Closing date: 10th March