



# RATHFINNY

## JOB ADVERT: BRAND AMBASSADOR

Rathfinny Wine Estate, a leading producer of English Sparkling Wines, is seeking to employ a Brand Ambassador to help build sales through our distribution channels, across the UK and overseas, and who will also be responsible for building brand awareness.

### OVERVIEW OF RESPONSIBILITIES

Working closely with our Sales Manager and fellow Brand Ambassador they will be responsible for:

- Building brand awareness and knowledge of the Rathfinny brand by developing strong relationships with our existing and new UK customers – hotel, bar and restaurant staff, consumers, and independent off-trade partners
- Educating and training our customers on our wines, brand profile and values
- Arranging visits to the Estate for tastings and events, to ensure that our customers are better equipped to promote the Rathfinny brand to their customers and enabling them to become champions for Rathfinny wines
- Hosting customer-facing events, such as wine tastings, dinners

### KEY REQUIREMENTS

- Excellent verbal and written communication skills
- A comprehensive understanding of the sparkling wine industry and the wider wine industry
- Knowledge of different sales channels
- The ability to work as part of a small team

### SKILLS & EXPERIENCE

- Level 3 WSET desired but not essential
- Experience of training or educating
- Previous experience of working with premium wine

### PERSONAL CHARACTERISTICS

- A desire to work in a flexible working environment - willingness to work late nights and involves national and international travel – disciplined, self-driven and target orientated
- Strong integrity and social skills to develop relationships with customers
- A passion for sparkling wine
- Strong presentation skills to engage our customers
- Resilience and tenacity
- Self-starter with an entrepreneurial spirit, who can work on their own without close supervision



# RATHFINNY

Salary dependent upon experience + Pension, Medical and other Rathfinny benefits.

Please submit CV and covering letter to Andy Gadd [info@rathfinnyestate.com](mailto:info@rathfinnyestate.com) by 10th February 2023.

At Rathfinny we work very much as a team. As an employee of Rathfinny you must be prepared to support other work colleagues and may be required to take on extra or different tasks to help support others.

At all times personal appearance should be professional and in accordance with Rathfinny Wine Estate Policy.

If an applicant, either external or a current employee, needs any specific help to enable them to apply for a role they should make this clear as part of their application.

## BCORP

Actively participate in B Corp certification and the adoption of the highest standard in social and environmental performance, public transparency, and legal accountability to balance profit and purpose. Teams will decide their annual targets and as a member of that team, you will be expected to show how you have contributed to them. Personal targets towards our mission are encouraged but these are not discussed and assessed in the same way.

## EVERYONE IS WELCOME

Rathfinny is an equal opportunities employer and actively supports Human Rights, and all Equality legislation. Our ethos is to respect and value people's differences, to help everyone achieve more at work as well as in their personal lives so that they feel proud of the part they play in our success.

We believe that all decisions about people at work should be based on the individual's abilities, skills, performance and behaviour and our business requirements. We are committed to the fair treatment of our staff, potential staff or users of our services, regardless of race, gender, religion, sexual orientation, responsibilities for dependents, age, physical/mental disability or offending background.

We welcome applications from ex-offenders but please note all applicants need to disclose any criminal convictions