



Swedish Brand Ambassador to ABSOLUT

ABSOLUT is looking for an experienced and highly motivated individual to build consumer engagement and advocacy, to build strong and lasting relationships with the trade in Stockholm, and to build passion for the brand within local sales and marketing teams.

The position will be supported by a significant budget to create new sponsorships and events that inspire and excite creative-minded consumers. The ABSOLUT Ambassador will also work closely with a range of outlets from tier one accounts to hip local bars and restaurants - building trade advocacy, and ultimately increased visibility and rotation for the ABSOLUT portfolio.

Specific responsibilities span from helping launch new breakthrough products such as ABSOLUT ELYX, to organizing and hosting events for key trade and consumer influencers.

In addition, the Brand Ambassador will represent ABSOLUT as a true brand champion internally, building passion for the brand by inspiring the local marketing and sales teams through education, internal communication, sharing of best practices, and participation in local events.

You will work closely with the global and local sales and marketing team, in order to put ABSOLUT on the map in Stockholm.

Key responsibilities:

Support the growth of ABSOLUT and the launch of ABSOLUT ELYX in Stockholm

Recruit and convert key influencers & target consumers to the brand

Identify core target group events and influencers, among creative communities, art and culture

Execute small to mid-scale sponsorship and event opportunities in Stockholm

Organize and host advocacy events for consumer influencers

Convert key consumers and influencers to ABSOLUT through trial and education

Build engagement and advocacy for ABSOLUT among the Stockholm trade

In co-operation with sales force, educate staff in key trade customers with a focus on bartenders

Seek relevant opportunities for brand activation- trade associations, relevant events

Organize and host advocacy events for trade influencers

Motivate bartenders in leading accounts to create and list exceptional drinks with ABSOLUT

Optimize and develop brand visibility

Brand education, support and mentoring of local sales and marketing team

Educate and mentor sales force ensuring comprehensive understanding of the ABSOLUT brand's specificities/characteristics and key differentiating qualities in respect of main competitor brands

Build optimum share of mind for the brand amongst all PR employees & key brand stakeholders

Collection, preparation and presentation of best practices

Proposal, presentation and on approval, trial of new brand initiatives, either international best practice or original

Manage budget and reconcile expenditures on an on-going basis

Manage and host ad-hoc on-trade visits for key stakeholders

Monitor and report ABSOLUT presence, visibility and competitor activity

Competencies:

We are looking for a:

Dynamic, entrepreneurial and enthusiastic, with a “can-do” attitude

Excellent presenter and communicator. Speaks and writes with a high degree of professionalism and credibility. Communicates effectively with various audiences and able to host presentations/trainings

A flair for marketing and good commercial awareness

Rigorous and autonomous, with strong organizational/time-management skills

Extremely outgoing, personable, with strong relationship skills, in order to contribute to business

Passionate about bartending, cocktails and spirits

Fluent in English and Swedish

Exemplary behavior in terms of responsible attitude towards alcohol

Personal profile:

You have:

a higher education in business administration, marketing, management or equivalent

2 years' work experience, preferably from media, music, arts or other creative industry

Bartending experience preferable (but secondary) to drive advocacy amongst top bartenders

Interest in contemporary culture such as art/fashion/design/music is essential. We are looking for highly creative people with a solid network among the creative communities, or with the credibility to develop this. Experience or a degree in creative disciplines will be highly valued.

Opportunities:

You are going to be hired directly by ABSOLUT. Start as soon as possible.

More:

We would like to have your application and your CV in english.

Interested? Please apply as soon as possible since applications will be selected continuously. If you have any questions regarding this position you are welcome to call Lotta Rylander on 08-501 685 01.

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