



# Pernod Ricard Winemakers

*Leading Wine Innovation*

## POSITION DESCRIPTION

<b>POSITION TITLE:</b>	Graduate Wine Ambassador
<b>DEPARTMENT:</b>	Global Marketing
<b>REPORTING TO:</b>	Graduate Manager
<b>LOCATION:</b>	Various
<b>PR JOB BAND:</b>	Local Banding F
<b>DATE OF VERSION:</b>	August 2016

### Position Summary:

This role will primarily operate in the capacity as 'Wine Educator' for Pernod Ricard in a dedicated market for 2 years, responsible for representing the Pernod Ricard Winemakers' portfolio to Distributors, Consumers and to support local Sales and Marketing teams. There is also a dimension of social / media networking required.

### Position Dimensions / Roles Reporting to Position / Decision Making Authority:

<b>Position dimensions:</b>	<p>Throughout the training period (5 months) the Graduate Wine Ambassador will receive work experience across Operational sites (Viticulture, Winemaking) and Corporate/Commercial functions (Sales, Marketing, Communication).</p> <p>Once in market (up to 2 years), the role will work closely with the local teams including Marketing, Sales, Winemaking and Viticulture.</p>
<b>Roles reporting to position:</b>	This position has no direct reports
<b>Key stakeholders (internal / external):</b>	<ul style="list-style-type: none"><li>• Markets</li><li>• Distributors</li><li>• Consumers</li><li>• Global Marketing</li><li>• Winemaking/Operations</li><li>• Media</li><li>• Marketing agencies</li></ul>
<b>Decision making authority:</b>	N/A

## **Key Responsibilities**

### **Wine Education**

- Provide formal and informal wine/brand education and training for Pernod Ricard affiliates, distributors, trade, consumers and the press.
- Be the brand's 'product expert', promote to and educate employees about the product using superior brand and category knowledge.
- Liaise with the winemaking, viticulture and marketing teams to further develop the education toolkit.

### **Advocacy**

- Instil a 'wine culture' within the Pernod Ricard affiliate network through increased exposure to wine and wine education.
- Develop and manage a social media community (consumers / key contact in trade, media).
- Build digital engagement programs including blogging, digital contents.
- Extend the touch points within the Pernod Ricard affiliate network to ensure that all staff is able to learn about wine and our brands.
- Play an active role in relevant inbound visitation of key affiliates, trade and media.

### **Sales**

- Support sales & trade teams to gain listing and activate channels.
- Engage on & off premise customers to expand PR Winemakers portfolio franchise at touchpoints.

### **Trade and Consumer Events**

- Support local team by organising, implementing and representing the brand at Trade ^ Consumer events
- Work closely with Pernod Ricard Distributors to provide wine industry expertise at all appropriate consumer wine fairs, trade shows and exhibitions.
- Propose , present and initiate new marketing experiential activities

### **Reporting**

- Provide market intelligence and information on competition as required
- Follow price analysis and sales performance
- Report on brand performance and identify commercial opportunities
- Proactively communicate learning's from the field and actively communicate best-practise in the company

## **Health, Safety, Quality and Compliance**

The Company is committed to maintaining the highest level of performance in all aspects of quality, safety and environmental management (“QSE”).

As an **employee**, you will meet our QSE obligations by:

- Complying with relevant legislation and the Company’s QSE policies, standards and procedures.
- Actively supporting and participating in the Company’s corporate social responsibility initiatives and activities.
- Treating all people with respect and in accordance with the Company’s equal opportunity and unacceptable behaviour policy.
- Understanding the importance of responsible drinking and acting in line with our responsible drinking obligations.
- Behaving in a manner that does not put the safety and integrity of you, others, the environment or the company at risk.
- Actively participating in QSE training and initiatives.
- Actively participating in rehabilitation processes designed to return you to normal work duties.
- Reporting concerns to your manager in respect to any practices that could impact on people, product or the company’s reputation.

**Skills / Qualifications / Experience:**

Essential:	Desirable:
<ul style="list-style-type: none"> <li>• University qualification</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to develop an intimate knowledge of the consumer and to target marketing activities according to this knowledge</li> </ul>
<ul style="list-style-type: none"> <li>• A willingness to live and work abroad</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding of wine and the wine market</li> </ul>
<ul style="list-style-type: none"> <li>• Marketing and sales interest</li> </ul>	<ul style="list-style-type: none"> <li>• Language skills, a 2<sup>nd</sup> language in addition to English would be preferable</li> </ul>
<ul style="list-style-type: none"> <li>• A strong networker who displays entrepreneurial aptitude</li> </ul>	
<ul style="list-style-type: none"> <li>• Competent in the use of technology</li> </ul>	
<ul style="list-style-type: none"> <li>• Independent and pro-active</li> </ul>	
<ul style="list-style-type: none"> <li>• Curious, open-minded and interested in foreign cultures</li> </ul>	
<ul style="list-style-type: none"> <li>• Positive and can do attitude</li> </ul>	
<ul style="list-style-type: none"> <li>• Ability to work in team</li> </ul>	
<ul style="list-style-type: none"> <li>• Social and convivial nature</li> </ul>	
<ul style="list-style-type: none"> <li>• Reliable and hard worker</li> </ul>	

**Functional Competencies:**

Competency:	Level 1 - 4
Business Intelligence	1
Insights into action	1
Brand & Portfolio strategy	1
Product evolution & innovation	1
Experience Planning	2
Experience Activation	2
Price Management	1
Creativity	2
Project Management	1
Influencing & Partnering	2
Drive for Business results	2
Financial Acumen	1
Digital Acumen	2

**Leadership Competencies:**

Competency:	Engaging	Influencing	Leading	Shaping
Strategic Vision	N/A			
Entrepreneurship	x			
Results Orientation	x			
Lives the Values		x		
People Development	N/A			
Team Management	N/A			

**Special Conditions:**

- Regular out of hours work

*This position description is intended to describe the general nature and level of work being performed. It is not an exhaustive list of all responsibilities, duties, or skills required, and the employee may be required to perform other duties (that they are skilled to perform) as needed.*

**Job Holder (name/signature)**

**Date:**

**Manager (name/signature)**

**Date:**