



COLDSTREAM
— C L E A R —
DISTILLERY

Brand Representative Newfoundland & Labrador

Job Summary:

As Brand Representative for Coldstream Clear Distillery, you are responsible for building and maintaining relationships with NLC corporate and Liquor Express stores, and licensee accounts. Ensuring product launches are successful and retail partners have all the tools and information needed. You must be passionate about the beverage alcohol industry and share our enthusiasm in making the best tasting liquids and the most memorable experiences! In this role you will be an ambassador to one of the largest producers of premium RTD and Spirit portfolios in Atlantic Canada. Enthusiastically sharing all the exciting innovation and product lineups we have with others is a hallmark of our success.

Job Duties and Responsibilities: (Additional duties may be assigned)

- Store visits to all NLC liquor stores, both corporate Liquor Stores and key Liquor Express locations.
- Execute staff tastings and provide product knowledge
- Plan and manage staffing for customer tastings at liquor stores
- Work directly with NLC's Product Knowledge Team & store managers
- Secure listing placement with identified list of licensee accounts
- Work with the Coldstream marketing team to develop print and digital materials for effective product knowledge
- Timely and effective email and phone communication with all retail & licensed partners
- Assisting on communication with category leads
- Monitor inventory levels within Newfoundland & Labrador
- Work with strategy team to develop effective plans and pitches to liquor board Category teams
- Sharing commentary on pertinent market activities that provides insight into what is successful in NL
- Implementing promotion campaigns at the store level
- Instore promotion applications

Education and Experience:

- Bachelor's Degree in Marketing or related field.
- Beverage Alcohol Industry knowledge
- Prior experience in a customer service environment.

Knowledge, Skills, and Abilities:

- Strong communication skills to interact with customers, vendors, and coworkers in a professional manner.
- Excellent verbal and written communication skills.
- Understanding of the Coldstream brand and displays a genuine passion
- Maintain up-to-date customer information and sales data
- Working knowledge of social media platforms and tools.
- Friendly, approachable, and outgoing personality.
- Possess the ability to multi-task and manage circumstances associated with a fast paced and evolving work environment.
- Ability to work both independently as well as in a team environment.
- Ability to find creative solutions to promoting Coldstream products

Additional Requirements:

- Strong computer skills, Office (Excel, PowerPoint and Word)- including the ability to do quality presentations
- Valid Driver's License with clean driving record

Additional Details:

Role based in Newfoundland. Reports to Marketing Director. Travel Required – throughout Newfoundland with periodic visits to head office in Truro, Nova Scotia. Vehicle allowance provided. Part-time permanent role with commitment of 20 hrs per week minimum. Salary dependent on experience plus quarterly bonus structure. Health benefits available. Phone allowance included. Three weeks' vacation. To apply email jobs@coldstreamclear.com with a resume and cover letter.