



EXPERIENTIAL

**Timing:** Full time

**Location:**

NYC

Dallas or Austin, TX

As the Soho Experiential **Villa One Brand Ambassador**, you will be the local contact and face for the brand, dedicated to brand building, consumer and trade education focusing on forming essential relationships with industry influencers and driving consumer trial of the brand. This role will serve to increase brand awareness and recruit target consumers. You will lead staff and consumer tastings and support the local sales/distributor teams.

**The Amazing Things You'll Do:**

- Attend in-depth training
- In-Depth Education – Agave Category and Brand Specific
  - Serve as a product knowledge expert for Villa One
    - Communicate production story, features and benefits
    - Communicate brand story, heritage and equity of the brands
  - Educate trade, distributor/broker partners, and consumers on the benefits of the Villa One through trainings and activations
  - Include agave category expertise and mixology as medium(s) to reinforce brand message and quality
- Key Account Management, Trade Outreach & Engagement
  - Grow relationship and manage core set of influential on and off-premise accounts
  - Inspire accounts and bartenders to become advocates of your brands
  - Assist in cocktail and menu placement development as requested
  - Collect field/competitive insights for HQ
- Events
  - Execute brand on-premise and off-premise consumer targeted programs (70% on/30% off)
- Communications
  - Act as a local contact for Villa One as needed
- Reporting
  - Key Account List Tracking
  - KPI Monitoring
  - Event Recapping

- Admin
  - Manage local budget tracker
  - Manage admin and event calendar
  - Submit monthly expense reports
  - Email and phone communications with management and local teams

**What Cool Things You Bring to the Table:**

- Confidence, passion and the ability to engage individuals and groups
- Previous industry experience a **must** — bartender, mixologist, field sales, or similar
- Experience developing cocktails and working with trade to achieve menu placements
- Knowledge of ultra-premium and craft spirits
- In-depth knowledge of on premise account universe in your assigned market
- Strong written, verbal and public speaking skills
- Social Media savvy, creative entrepreneurship
- Motivated self-starter, outgoing, gregarious personality, articulate and charismatic
- Adapt at selling and interacting with diverse groups of people, with understanding of the target consumer
- Basic experience with Microsoft Office and Microsoft TEAMS preferred

**What We Offer:**

- Salary to pay your bills, a generous bonus structure, and an opportunity to earn even more by bringing in business
- Contribution to a solid medical, vision, and dental insurance
- A 401K program so you can do cool stuff when you're old
- A generous PTO policy. We believe in working hard, and smart.
- A group of people who value each other as much as we do the work we create

You in? Get in touch. Apply here or send your resume to [casting@sohoexp.com](mailto:casting@sohoexp.com) with **Villa One Brand Ambassador – YOUR CITY/STATE** in the subject line.