



## Fireball Brand Ambassador Germany (m/f/d)

### Job Description/Responsibilities

The Fireball Brand Ambassador Germany works to build brands and drive commercial growth against specific goals. The ideal candidate has at least two years of experience planning promotions and events, and can tap into their existing relationships with key bartenders, and decision makers. This person has a creative mind and knows how to connect our brands with an influential consumer audience. This position will focus on both on and off premise accounts working with the FIREBALL brand.

### As a Brand Ambassador you are responsible for (not limited to) the following:

- Identify target accounts and build relationships with on-premise, bartenders, waitstaff, cavistes (FEH), wholesale trade and retail managers and distributor sales personnel
- Support the distributor's efforts at meeting trade priorities and goals
- Perform against KPIs and achieve objectives within assigned field sales budget
- Identify key market influencers and establish relationships
- Create engagement opportunities for consumers through on premise tastings, dry demos and events and promote engagement opportunities through word of mouth and social media
- Develop on-premise relationships with bartenders and buyers to educate and influence
- Engage/develop relationships with key wholesaler decision makers "win share of mind" – train/empower their sales forces
- Train and Educate key Bartenders, Influencers, customers and consumers
- Be the Face of Fireball towards customers and media
- Engage in PR activities and digital activities to maximize our efforts
- Support the local sales and marketing team on key customers in the on – and off premise arena
- Work in close relationship with digital agency for Fireball

### Qualifications:

- Willingness to travel intense / Valid Driver's License
- Ability and willingness to work non-traditional hours (nights/weekends)
- Ability to handle multiple projects simultaneously
- Excellent oral & written communication skills
- Strong planning, negotiation and organizational skills
- Capable of working with multiple departments
- Pro active approach – can do mentality
- Motivating self and others
- Work closely with local and global team / Speaks Foreign Language – English business level
- Proficiency with Microsoft Products

We look forward to your meaningful application documents in the form of a PDF file, which should not exceed 3 MB. Please include your income expectations and possible entry date. For further information, please contact **Nadine Sommer** at **02843-920304** or visit us at **www.diversa-spez.de**

### DIVERSA Spezialitäten GmbH / Nadine Sommer

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