

Brand Ambassador Gulf | Bacardi in Dubai | Bacardi Careers

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Company: Bacardi Limited

Location: , Dubai, United Arab Emirates

Category: sales-and-related

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Description:

This is an amazing opportunity to be part of the Gulf team as Brand Ambassador. Your principal role will be to be the advocacy ambassador across all the Bacardi brands for the market.

You will contribute to build the advocacy part of the IAP. You will be based in Dubai a large percentage of your time will be spent interacting with On-trade.

Responsibilities:

Organise and manage training programmes to educate internal staff to the most influential on-trade via brand presentations, tastings and mixology demonstrations.

Conduct presentations on brand history/production/mixology across all our brands to audiences across the market

Communicate authoritatively with world-class influencers in the drinks trade across the market

Requirements:

Be a premium global cocktail/mixology expert, specialising across all of the Bacardi brands.

Must be able to create and communicate signature cocktails

Develop new cocktails which are creative and yet suitable for promotions, PR, events, etc

Be the foremost expert including all background information: our history, ingredients, production process (including technical detail)

#J-18808-Ljbffr

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