

Role overview:

With two centuries of family heritage, Suntory Global Spirits is a world leader in premium spirits. Here in France, the company is honouring that legacy, building its portfolio of premium to luxury unique brands the right way: putting both liquid and consumer at the heart of all decisions.

Laphroaig (pronounced 'La-froig') is more than just a whisky: it's an emblem of Islay, one of Scotland's most famous whisky-producing islands. For over two hundred years, this remarkable whisky (famous for its peated, smoky and maritime brine flavour profile) has been synonymous with the island's heritage, craftsmanship, and enduring appeal.

The Laphroaig Ambassador will play an essential role in cultivating both awareness and excitement around the brand and its many different product variations, promoting its iconic range as well as the innovations that come along the way. In doing so, they must embody the brands "Unphorgettable" unique personality as they develop and execute top notch advocacy strategies across all channels - building long standing relationships with customers and consumers that will make the brand thrive in the market. They will also play an active role within the French BA team and the international Laphroaig BA community.

A deep understanding and experience of Whisky and Scotch, and expertise in French hospitality is essential. They have a strong network and influence across related passion points and the bartending world. They can demonstrate the right balance between proven field skills and project management capabilities.

For this great opportunity, the ideal candidate is a passionate but down-to-earth expert, with great social skills and highly adaptable to different environments. We need someone who will be able to lead projects, be ambitious and take initiative. With a collaborative and positive mindset, ready to tackle challenges focusing on solutions.

They are ready to be part of a great adventure building Laphroaig in France, a key market for the company.

Responsibilities (not limited but includes):

- Exhibit expertise and detailed knowledge of Laphroaig portfolio; be sought after by trade and media influencers for insight on Islay Scotch culture and the brand's history, production techniques.
- Develop and execute Advocacy programmes in collaboration with Brand – be responsible for internal & external engagement and involvement. Manage Friends of Laphroaig initiatives.
- Plan and execute best in class trade education & events across the On, Off Trade and Cavist channels i.e. brand specific trainings/masterclasses, cocktail demonstrations, and education for full portfolio and limited editions.
- Curate unique consumer events in collaboration with brand strategy; whisky dinners, tastings, cocktail demonstrations; bar takeovers.
- Build long standing relationships amongst key customers and consumers; KOLs in hospitality and culture; the global network of Laphroaig BAs; media; press; influencers.
- Have a strong social media presence, and expertise in social strategy.
- Manage budget; allocated to travel, events, and market support.
- Reporting: set KPIs and evaluate against them on a weekly basis, share learnings and channel insights.
- Be on the lookout for trends, competition activations and potential collaborations.

Preferred requirements:

- WSET accreditation preferred
- +6 years in hospitality (incl. international experience)
- Proven interest in scotch whisky
- KOL within the industry – with strong network and influence
- Deep knowledge and skills of classic drinks, creative cocktails & trends
- Understanding of consumer behaviours and trends
- Deep understanding and experience of the trade (On & Off) and advocacy programmes
- Deep understanding of Scottish culture
- Natural storyteller & engaging presenter
- Pragmatic, autonomous, mature & strategic mindset
- Collaborative team member
- Creative skills (able to think beyond the norm)
- Adaptable – flexing style between premium+ and Prestige clients
- Travel local & internationally
- French native speaker, fluent in English

Key stakeholders:

- Fabien Besse (Suntory France, Head of Marketing)
- Sacha Demayo (Suntory France, Brand Manager Laphroaig - Interim)
- Fleur Maguet (Global Laphroaig Brand Director)
- Teddy Joseph (Global Scotch & Irish Brand Ambassador)

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