



## BRAND AMBASSADOR

At Real Kombucha, we are changing the way people drink. In a market where alcohol consumption is collapsing, and sugar is a genuine killer, there are few genuine alternatives to a sophisticated alcoholic beverage when out on the town, or relaxing at home. At Real Kombucha we believe this is just wrong.

We are a very fast paced, young company, led by a great team of experienced individuals. The Founder is a seasoned consumer entrepreneur, with companies such as bookings.com, Tom Dixon and Clippings.com already under his belt. And he is supported by talented co-founders from Lucozade Ribena Suntory and Havas Media and a very strong group of investors.

But more than anything, the team is passionate about food and drink. After just 18 months, our products are already served in over 50 Michelin starred restaurants around the UK, and are being rolled out across many of the UK's top restaurant chains, pub groups, caterers and event spaces. We really believe we can change consumer consumption habits for good.

### Job description

We are searching for Brand Ambassadors in key cities in the UK to include: Bristol, Brighton, Manchester and The Midlands who will work within the commercial team, alongside the business founders. This is a part time role (3 days a week), with the potential of becoming full time. You will be given the autonomy to work whatever hours needed to meet weekly and monthly KPIs.

The brand ambassador is an entrepreneur in their own right. They are encouraged to take ownership, be creative, take risks and collaborate with the whole REAL business as they need to in order to get results. This role is ideal for someone who already works in a restaurant, bar or pub, understands food and drinks, but is looking for a healthier, more balanced lifestyle that does not revolve around alcohol all the time! You will be part of a dynamic, growing and energetic business.

As a brand ambassador you have the responsibility of inspiring businesses and consumers about REAL Kombucha and how we can change the way people drink. You will embody and represent the brand vision working primarily in the On Trade channel but also at a number of consumer events and PR driven initiatives. This can involve a whole series of different activities including:



- You will be the visible face of the brand in your key city
- You will develop relationships with current key customers across your city to run trainings, workshops, design menus, and organise drink events (according to set KPIs) to inspire staff (bartenders, bar owners, restaurant owners, chefs and sommeliers)
- You will sell into customers in your city so more people can find REAL Kombucha - this will involve using a number of online sales and marketing tools to include CRM systems, emails, phone and social media
- You will drive local events with customers to allow consumers to find and experience REAL
- You will run trade show events in your city and be available for UK wide events from time to time
- You will report into the Head of Sales weekly to report progress and to plan future activities that meet the overall sales and marketing strategy
- You will run a branded social media instagram channel within your city to bring to life REAL in the on-trade by showcasing training, new menus, collaborations and events

**To apply for the brand ambassador role please email [adrian@realkombucha.co.uk](mailto:adrian@realkombucha.co.uk) with a cover letter and a CV.**

**For more information check out our [website](#) and [instagram](#) page.**