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BRAND AMBASSADOR POSITIONS AVAILABLE

Position:

Brand Ambassador for Calgary's Gnu-est and Distillery – Gnu Craft Spirits

Location:

Alberta Cities

We are looking for energetic, self-motivated, self-organized and reliable individuals to help us grow our reputation, our brand and increase our sales in liquor stores, restaurants and bars throughout Alberta. To start, this is a contract position. If you are a good fit and looking to add sales and grow our company, this could become a full-time sales and marketing position with our young company.

This is a part time occasional casual-labour position that will often work Friday and Saturday early evenings to host tasting events at local liquor stores and establishments. Other events and hours will be available, and any sales or bookings you add are possibly eligible for incentive bonuses based on sales amounts. Growth opportunities are available. Training from the owners directly will set you up for success. Approved expenses will be reimbursed.

Qualifications:

- Valid Alberta ProServe Certification
- Age 18 or older
- High school or equivalent education.
- Flexible weekend schedule
- Valid Driver's License
- Reliable transportation
- Ability to pay for tasting supplies and sample bottles at events. These expenses will be reimbursed on a set pay date.
- Ability and willingness to work non-traditional hours (evenings/weekends)
- Ability to stand and demonstrate for up to 2–6-hour shifts.
- Ability to lift at least 20 pounds consistently (Weight of 24 cans and/or a case of spirits)
- Clean, professional physical appearance.
- Demonstrated skills in establishing rapport with customers and partners.
- An excellent communicator and enjoys working with public.
- As the face of our brand, you must be high-energy, professional, articulate and dependable.
- Must be results oriented and able to work both independently and in a team environment.
- This person has a creative mind and knows how to connect our brands with an influential Consumer audience.

Preferred Qualifications:

- Previous experience as server, bartender or have worked within the alcohol industry.
- Experience in event marketing, demonstrations, sales, brand promotion or retail/grocery
- Digital Savvy: Understands the importance of social media and is able to leverage within the on-premise universe.

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BRAND AMBASSADOR POSITIONS AVAILABLE

Responsibilities:

- Host tasting events at local liquor stores and establishments.
- Interact in a friendly, enthusiastic, energetic and outgoing manner with consumers.
- Generate brand awareness and positive product impressions to increase sales.

Secondary Responsibilities Eligible for Incentives (Full-Time Employment Path)

- Visit retail stores and establishments to increase sales and train staff on our products.
- Book new tasting events at liquor stores and establishments.
- Sell our products to new liquor store or establishment. Sales incentives and bonuses available.
- Promote engagement opportunities through word of mouth.
- Activate consumer promotions (where legal) in bars/restaurants.

Job Type: Occasional, Part-time, Contract (With potential to turn to full-time employment)

Hourly Contract Rate: \$15.00-\$25.00 per hour based on experience

About the Company

During the height of the pandemic there was one thing we missed most: our community. As “gatherers”, we (Dawn, Tony, and Darren) revel in bringing people together whether it a backyard BBQ, cocktail kitchen party, or post-game G&T at the local rink with other hockey parents. So, while mandates forced us apart from the ones we love, we started dreaming deeply about how we could continue to bring people together. Naturally the conversation turned to booze, and not your average she shed moonshine (is that even legal?), but rather high-quality handcrafted spirits made using local ingredients and a whole lot of love.

What does Gnu mean?

A Gnu (pronounced ‘new’), or African Wildebeest, is a herd animal only found in the plains of Africa. What started as a fun play on words by Tony, after deciding that we had to call our flagship gin, The New Normal London Dry Gin based on the term, “The New Normal”, being over-used during the COVID-19 Pandemic, should be comically changed to The “Gnu” Normal London Dry Gin. Though clever, Darren wanted to be sure that we wouldn’t offend anyone by leveraging this African animal’s name. The good news is that we couldn’t find anything that would discount using the name. The better news, or gnus (See what we did there), was that we found several websites that contained the symbolism of a Gnu. To our absolute delight, we discovered that a Gnu basically symbolized that it is time to reconnect with friends and family, to gather your herd back together. We were floored, as that is exactly what we wanted our distillery and products to be about – reconnecting communities.

Help us reconnect communities, friends and family over delicious craft spirits and great events. Join our herd and apply today!

Please send your resumes to info@gnucraftspirits.com

The Gnu Crew
Dawn, Tony and Darren

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