

## REDDY VINEYARDS – BRAND AMBASSADOR

Location: Multiple - Houston, Austin.

Position: Brand Ambassador

Status: Part-Time Employment (10-20 hours/week).

Job Summary: Reddy Vineyards is seeking multiple Brand Ambassadors to join its growing sales team. The Brand Ambassador will be an integral part of our sales and distribution strategy within their market. The Brand Ambassador will represent Reddy Vineyards award-winning wines within local retail and restaurant partners as well as at local events. The ideal candidate will be personable, outgoing and have a strong sales acumen. **Availability Friday evening, Saturdays and Sundays are a must. No prior wine knowledge is required.** Perfect for anyone looking for a fun and exciting side-hustle. Candidates should email a resume to Eric Sigmund, COO at [e.sigmund@reddivineyards.com](mailto:e.sigmund@reddivineyards.com).

### Essential Functions:

- Represent Reddy Vineyards within local partners' retail locations and at events through tastings and consumer education.
- Plan and create monthly schedule to visit accounts and execute tastings.
- Establish partnerships with clients and local stakeholders to expand product placement, exposure, and sales.
- Organize and represent Reddy Vineyards at industry events, including wine dinners, private events, and festivals.
- Engage in social media marketing and content generation.
- Merchandise product within accounts as appropriate.
- Maintain sales records for sales and compliance reporting.

### Qualification & Requirements

- Friendly, outgoing, and personable with a professional presentation.
- Strong sales acumen, comfortable with approaching consumers, partners and building sales.
- Excellent written and oral communication skills.
- Strong organizational and planning skills.
- A self-starter able to work independently.
- Proficient in Microsoft Word and Excel; as well as online tools such as G-Suite and Dropbox.
- Ability to work regular nights and weekends (Friday evening, Saturday/Sunday afternoon a must).
- Valid driver's license and a reliable vehicle.
- The ability to lift 50 pounds repeatedly.

### Benefits:

- Competitive pay
- Flexible schedule
- Discounts on wine