

About Us

Good Spirits Distributing is not an ordinary beverage distributor. Over the years we have distinguished ourselves by bringing a small town feel to the booming Las Vegas market. With a combination of a great team, a sense of community, and a dedication to our brands, we have made it our mission to help craft distillers, breweries, and wineries break into and thrive in the Las Vegas, Reno, and South Lake Tahoe markets.

We are looking for a Brand Ambassador/Promotional Model who is reliable, professional, and enthusiastic to join our growing company. A Brand Ambassador/Promotional Model generates excitement, customer engagement, brand awareness, and increased product sales through conducting demonstrations. The Brand Ambassador/Promotional Model is responsible for physically preparing, maintaining, and cleaning the demonstration area, actively marketing the product being demonstrated by physically approaching nearby shoppers to gain their attention and interest, and providing beverage samples or otherwise demonstrating the product to those shoppers who are successfully drawn in.

Brand Ambassador Duties and Responsibilities

- Provide an educational, memorable experience for customers
- Maximizes sales and brand awareness by providing exceptional customer care to all customers in a friendly, efficient, and professional manner
- Sample products in a variety of settings including grocery stores, liquor stores, beer/wine festivals, concerts, pools, etc.
- Take inventory at the beginning and end of every shift; communicate any out of stock inventory issues to the brand manager immediately
- Maintains professional appearance and image in compliance with company guidelines at all times and willingness to do promotions in pool attire when necessary
- Maintain a clean and hygienic work station in accordance with Clark County and State Health Standards
- Maintain professionalism and proper channels of communication and develop a positive relationship with staff at locations of the promotions
- Maintains knowledge of competition, new product/brand launches, and overall industry trends
- Have a clear understanding of the product and convey that to customers
- Represent the brand positively in a multitude of settings and generate brand awareness through word-of-mouth marketing
- Fill out a detailed recap for each tasting: listing number of bottles sold, number of people sampled, time and location of sampling
- Adhere to and enforce company specific safety policies
- Flexibility to perform other job-related tasks as deemed necessary by management
- Set up, execution, and break down of event possibly with one other team member

Brand Ambassador Requirements and Qualifications

- Must be 21 years of Age or Older
- Valid Driver's License, clean driving record, and reliable automobile
- Must be able to obtain and maintain any licensing or active work cards required, at present or in the future, for this position at all times: TAM Card and Food Handling Card; Sherriff's Card not required, but beneficial
- Previous work experience as a Brand Ambassador, Influencer, Promotional Model, or similar role related to alcohol beverage industry and natural foods industry preferred
- Knowledgeable of key brand and product information and ability educate consumers of product
- Go get 'em attitude with a willingness to stop people who are walking by to talk to them about our products
- Must be available Friday evenings through Sunday evenings, but flexibility to also work weekday events when available – schedule will vary weekly; roughly 20hrs/week
- Must be able to lift cases/kegs of product up to 35lbs, set up table with promotional material, keep product cold at all times
- Must have Smartphone/PC/tablet and basic skills to take and upload photos, clock in/out, upload documentation
- Provide resume and portfolio to include photos of previous demos/events worked

Part-Time – \$25.00/hr