



Brand Ambassador

Overview

We are in search of an organized, passionate, infectious personality who is ready to join us in our goal of being the best brewery in Tennessee! The right person for this job will be a hard-working, reliable, flexible, motivated team player with experience in community outreach, working in a professional office, and excellent attention to detail.

The Brand Ambassador will be part of the broader Creative Team, with entrepreneurial eyes to seek out new opportunities to generate awareness and revenue for TailGate Brewery & associated brands.

Responsibilities

- Represent the TailGate Brewery brand, and affiliated brands with enthusiasm and professionalism at all times.
- Assist in developing new sales and marketing programs to grow TailGate Brewery brands, such as product tastings, educational classes, food pairing events, and other special events.
- Actively recruit new opportunities to grow TailGate Brewery brands in conjunction with the Creative Team.
- Coordinate and attend farmer's markets, festivals and other events as needed as a TailGate Brewery, Nashville Sweet Tea Co, and/or Nashville Hard Seltzer ambassador.
- Educate market, festival, and other event guests on brand story and products to drive awareness and create new fans.
- Update and reinstitute the TailGate Brewery Tour Program.
- Organize bookings, solicit new bookings, and communicate with tour guests.
- Act as sole tour guide for weekend tours and special scheduled tours during weekdays and evenings.
- Coordinate with Brewery, Maintenance, and Construction Teams to ensure cleanliness and optimal guest presentation.
- Lead brewery tours that tell the TailGate Brewery story, educate guests on the brewing and production process, taste beers, and create new fans of TailGate Brewery.
- Set up, break down, clean and organize all equipment as necessary.
- Coordinate bi-monthly all-team tours for mandatory new-hire training tours, rotating days and schedules to make available for all Team Members.
- Organize beer, product, and service trainings in taprooms for Team Members and for retail partner outreach in market.

- Assist Creative, Sales, and Taproom Teams in bringing these events to life, and ensuring a great experience for every guest.
- Assist in organizing inbound event requests and communicating with prospective guests.
- Coordinate event schedules with appropriate Taproom management.
- Receive event guests in person as necessary.
- Assist Creative and Office teams with packing and shipping samples and fulfilling online orders.
- Other duties as assigned.

Skills and Experience

- Proactive, sales-oriented mindset to seek out new opportunities.
- Exceptional guest service and public speaking skills.
- Technical knowledge of and passion for the craft brewing industry.
- A critical eye for presentation setup and branding.
- Willingness to work hard, often at odd hours, on a production defined schedule, as it relates to conducting tours, etc.
- Impeccable attention to detail.
- Excellent verbal and written communication skills.
- Excellent time management and organization skills.
- Ability to utilize resources and make appropriate decisions independently.
- Ability to troubleshoot, find solutions under pressure, and multitask while maintaining focus and a constructive attitude.
- Dedication to learning, improving, and contributing to a dynamic, growing team.
- Commitment to ensuring compliance with company policies and procedures.
- Strong conflict management skills.
- Positive attitude.
- Willingness to have a little fun, too!
- Promote, celebrate, and uphold the company's mission of People. Product. Service.

Requirements

- Passion for the craft beer industry and associated culture
- Ability to work schedule as assigned by management to include early mornings, evenings and weekends
- Ability to work in a production environment with loud noise, strong odors, wet surfaces, hot and cold temperatures, and constant movement
- Thrives in a fast-paced environment with high-pressure deadlines, time constraints, and distractions
- Sit, stand and/or walk for long periods of time
- Ability to bend, kneel, reach, twist, stoop, and climb ladders
- Ability to lift 60 pounds without assistance throughout the shift
- Observe all company health and safety standards to include proper use of

personal protective equipment and compliance with all OSHA and CDC guidelines

- Valid driver's license and clean driving record
- 21+ years of age
- High School Diploma or GED

Compensation and Benefits

- Full-Time, Salaried
- Paid Time Off Program
 - 1 to 2 weeks annually based on seniority
 - Seven major holidays off with pay
- Strong potential for internal promotion and growth
- 100% Sponsored Benefits (employee only) to include:
 - Health Insurance
 - Dental Insurance
 - Vision Insurance
 - Telemedicine
- Health Savings Account (HSA)
- 401(k) (after 12 months of employment)
- 50% off of all taproom merchandise, food, and drinks

Equal Employment Opportunity

TailGate Brewery strongly supports equal employment opportunity for all applicants regardless of race, color, religion, sex, gender identity, pregnancy, national origin, ancestry, citizenship, age, marital status, physical disability, mental disability, medical condition, sexual orientation, genetic information, or any other characteristic protected by state or federal law.