

# OUR BRANDS ARE LOOKING FOR THE PERFECT AMBASSADOR

We are seeking a professional, reliable, and enthusiastic individual.  
To be the face and voice of our premium whiskey brands,  
to build brand recognition, and to successfully promote our brands.

You will need to be confident in communicating and engaging meaningfully with the spirits community to increase brand awareness, generate loyalty, and drive advocacy.

## Meaningful work from day one

The Ambassador will support the team in implementing the overall brand strategy and be directly responsible for developing and implementing education, inspiration, and brand engagement.

The role focuses on nurturing strong relationships with key accounts, engaging consumers and trade, appearing via media, and developing the brand in the market while delivering the drink strategy.

## Requirements:

- Experience in the nightlife industry and spirits world as a bartender or alcohol trainer – A MUST!
- Proven experience in a similar role as a brand ambassador with
- at least one year of experience in the spirits category – AN ADVANTAGE!
- Bar manager/instructor – AN ADVANTAGE!
- Creative thinker & storyteller.
- High proficiency in English.
- Available for flexible working hours

## Do you find yourself as a perfect fit? EXCELLENT!

We would love to hear from you if you meet these requirements, and believe you are the perfect fit for this role.

Please send your CV to [Hr@gwspirits.co.il](mailto:Hr@gwspirits.co.il).  
Our offices are located in Kibbutz Yakum.

