

Role overview:

The House of Suntory Brand Ambassador will play a vital role in cultivating the founding house of Japanese Whisky in the French Market. In doing so they must embody Suntory's "Yatte Minahare" spirit and unique DNA as they develop and execute outstanding advocacy strategy across the On & Off Trade - building long standing relationships with customers and consumers, inspiring everyone around them.

A deep understanding and experience of Japanese spirits, and expertise in French prestige hospitality (French On Trade) is essential. They have a strong network and influence across culture and hospitality - a KOL within bartending, with Japanese sensibilities.

This is a unique career defining opportunity for someone who is highly passionate, pro-active, accountable, and collaborative – they are ready to hit the ground running, contributing to the strategic growth of The House of Suntory in France, a key global market.

Responsibilities (not limited but includes):

- Exhibit expertise and detailed knowledge of the House of Suntory portfolio; be sought after by trade and media influencers for insight on Japanese culture and Suntory's company and brand history, production techniques and Japanese spirit category trends.
- Develop and execute Dojo advocacy programme in collaboration with Brand – be responsible for internal & external engagement and involvement.
- Plan and execute best in class trade education & events across the On & Off Trade i.e. brand specific trainings, cocktail demonstrations, and education for full portfolio and LTOs, ice carving masterclasses.
- Curate unique consumer events in collaboration with brand strategy; whisky dinners, tastings, cocktail demonstrations; bar takeovers.
- Build long standing relationships amongst key customers and consumers; KOLs in hospitality and culture; the global network of House of Suntory BAs; media; press; influencers.
- Be an expert in Japanese culture and philosophy.
- Have a strong social media presence, and expertise in social strategy.
- Manage budget; allocated to travel, events, and market support.
- Reporting; set KPIs and evaluate against them on a weekly basis, share learnings and channel insights.

Preferred requirements:

- MOF & WSET accreditation preferred but not a barrier if without qualifications
- +10 years in prestige hospitality (incl. international experience), Bar Director level preferred
- Understanding and keen interest in Japanese whisky
- KOL within the industry – with strong network and influence
- Working vocabulary of classic drinks, contemporary cocktails & trends
- Deep understanding and experience of UHNWIs
- Deep understanding and experience of the trade (On & Off)
- Deep understanding of Japanese culture
- Natural storyteller & engaging presenter
- Strategic thinker
- Collaborative team member
- Self-directed achiever
- Creative mindset
- Adaptable – flexing style between On & Off Trade

- Travel local & internationally
- French speaker

Key stakeholders:

- Anne Miller (Suntory France, GM)
- Lucy O'Connor (SBM HoS) – for all final sign offs
- Oumy-Sara (BM HoS) – for collaboration

Contact : candidature@pwpagence.fr