



Product Specialist Job Description

We are looking to hire positive, sales-driven and enthusiastic product specialists to be the face and the voice of our ultra-premium tequila, Señor Rio. As a successful candidate, you will be involved in increasing brand awareness and sales by promoting our ultra-premium, small batch tequila through in-store product demonstrations, staff training/education and on social media. You will work closely with the CEO and the marketing team to achieve our goals and objectives by communicating the value of our products to the customers and the retail store sales team, tracking customer feedback and product merchandising.

To excel in this role, you must be a self-starter, and have a sales and marketing background or be coachable. Previous experience in selling luxury brand and products strongly desired, as well as knowledge of sales and marketing principles.

Responsibilities:

- Understand the company and the tequila brand's mission, vision, and goals.
- Complete the required state licensing classes or certifications to serve/sell.
- Host in-store wet and dry demonstrations at retailers.
- Educating customers and retail employees about our products.
- Gather thorough and accurate information about each product demoed.
- Create social media content to drive brand awareness to attract new customers.
- Maintain a positive, professional image of the brand at all times.
- Product merchandising before and after the events.
- Complete online sales recaps within 24 hours after the event.

Requirements:

- Must be 21+ years and older.
- Must be a US citizen or a permanent resident of the United States.
- Must have reliable transportation and would be willing to travel throughout your market.
- Certified or willing to be certified to serve/sell alcohol in your state.
- Have 3+ years of experience in sales, marketing or in a customer service role.
- Have excellent verbal and written communication skills.
- Be friendly, approachable and have an outgoing personality.
- Have working knowledge with social media platforms and tools.
- Have excellent verifiable professional references.
- Bilingual is a plus, but not required.