



## EAST COAST BRAND AMBASSADOR

### MR BLACK COLD BREW COFFEE LIQUOR

Mr Black are leading roasters and distillers from Australia, on a mission to bring craft coffee into the night. Established in 2013 Mr Black Cold Brew Coffee Liquor has become the cocktail coffee of choice for many of the world's best bars, restaurants and retailers.

- Fastest growing coffee spirit in the USA.
- #1 Selling super-premium coffee spirit in the USA.
- Used in many of America's top 50 bars and Michelin-starred restaurants.
- Drinks International #4 Top Trending Liqueur 2021

#### The Job

- **Be the face of Mr Black in the liquor industry trade in person and online.** Support the gatekeepers, bars and retailers that support us.
- **Develop** the prominence of Coffee in Modern Mixology. Bridge the gap between barista and bartender.
- **Build Relationships.** With bars. With bartenders. With our sales reps.
- **Educate.** Host bartender trainings, masterclasses and seminars educating the trade.
- **Collaborate.** Foster connections with other like-minded companies in coffee and liquor.
- **Activate.** Deliver the Mr Black experience in bars, restaurants and festivals around the USA.
- **Influence.** Using education and leadership, increase the number of coffee cocktails on menus using Mr Black in the USA.

#### About You

- **A natural storyteller.** This is your superpower. You don't have to be a professional photographer, but you need to be a prolific connector and communicator using words, images and video.
- **You love coffee.** Non negotiable. Know your Aeropress from your Chemex.
- **You love the bar industry.** New drinks, new openings and industry events are your natural environment.
- **A world-class bartender.** An intrinsic understanding of flavor, composition and hospitality.
- **Confident presenter.** You can hold a room, be it full of friends, skeptical bartenders or journalists.
- **Natural ability to build relationships.** As the old saying goes, It's not (just) what you know, but who you know. And you need to know people. And be proactive at making new connections.

#### Role Details

We think Mr Black is a pretty good place to work. We're driven by purpose, not internal politics. We're inclusive and supportive. We support each other, and always help those on our team who need help the most.

- Full Time, salary commensurate with experience.
- All Mr Black employees in the USA receive a full benefits package, including healthcare, dental and optical.
- Competency in Word, Excel, Keynote and Instagram (natch) is necessary.
- Clean driver license preferred.

- Based in New York, NY. This role will require significant travel within the east coast of the USA (75%) including Miami, Boston, and DC.
- Working days/hours may vary. This is not a typical 9-5 role.

Please submit your CV and Cover Letter to [work@mrblack.co](mailto:work@mrblack.co), title email USA Brand Ambassador. Please include a current CV and cover letter, including a few lines detailing your favourite industry event you've attended in the last three years and why it was your favourite.