



Willie's Brand Ambassador Position

REQUIREMENTS

- 21+
- Excellent with people
- Great communication skills
- Passionate about Willie's
- Transportation necessary (ie. car)
- Availability on a weekly basis in the following time frames: TH 4-7pm, F 4-7pm, S 1-7pm, Su 1-7pm for **at least** 2 hours

JOB DESCRIPTION

As a Brand Ambassador, you will represent Willie's at customer-facing events such as Grocery & Liquor Store Samplings, Bars & Restaurant Promotions, Brewfests, Local Events, and more. Your main job will be to sample and educate new customers on why Willie's is so great.

One of the purposes of this program is to be a direct pipeline for long-term hires. That being said, interest in long-term employment is **not a requirement** by any means. Our goal is to train, develop, and empower everyone within this program to be a real part of growing the Willie's dream. We know that success is more than just numbers, and we want to make sure you grow and have fun just as much as we want you to do well at tastings. We're a tight-knit team here, so while everyone works hard on their own, we like to get together and balance it out with some fun, too. We will always welcome and solicit suggestions, ideas, and feedback and you will have the opportunity to individually pursue new ideas to grow and spread Ginger with Soul.

SCHEDULING

Scheduling is flexible. We can work around your schedule. That being said, the main times where there will be work **on a regular, weekly basis are:**

Thursdays 4-7pm

Fridays 4-7pm

Saturdays 1-7pm

Sundays 1-7pm

At least 2 hours of availability per week is **strongly preferred** to ensure success for us AND you!



COMPENSATION

There are two main types of events where you would represent Willie's. Direct Selling Events, and Other Events. See below for a breakdown:

Event Type: Direct Selling (ie. grocery & liquor store tastings)

Frequency: 90% of current openings

Compensation Structure: \$5/hr base + commission on sales

Average Hourly Wage: \$15-20/hr + free ginger beer!

Event Type: Other Events (ie. bar promotions, brewfests, local events, etc.)

Frequency: 90% of current openings

Hourly wage: \$11/hr + free ginger beer!

Compensation

Compensation Rates Table		
Tastings		
Base	\$5	per hour
4-Pack Commission	\$1.17	per 4 pack
9-Pack Commission	\$2.18	per 9 pack
Events		
Hourly Rate	\$11.00	per hour
Mileage Reimbursement		\$0.15

Your first two 2-hour trainings with a Willie's team member are compensated in ginger beer. You'll get two 4-packs from the team member who trained you. If they do not give you it, please speak to me.

Once you begin solo tastings, you will be paid according to the above compensation rates + one 4-pack of ginger beer for every 2 hours of tasting/event work.

We wholly believe that passion, great ideas and lots of hard work are the drivers of company success and exponential growth! We are looking for enthusiastic, reliable and committed brand



ambassadors who love Willie's as much as we do, and are in it for more than just the extra cash.

We are so excited and humbled that you are passionate about Willie's! If you are still interested in the position, please email the following to Ellen, our Brand Ambassador Programs & Events director at ellen@thefarmerwillies.com.

Please respond with:

1. Your name & a couple of sentences about who you are and why you love / are interested in Willie's
2. How much weekly work are you looking for? (Anywhere from 2-15hrs per week)
3. Links to any social media accounts you have (instagram, facebook, etc.)
4. What is your general weekly availability during the following timeframes:
Thursday 5-7pm
Friday 5-7pm
Saturday 1-7pm (does not have to be the full time)
Sunday 1-7pm (does not have to be the full time)
5. Where are you located / what would be the range of geography that you would be able to work within?
6. Best contact method: email or phone?

Any other questions? Shoot them over to ellen@thefarmerwillies.com

Cheers, Ellen

Ellen McNeill

Programs and Events
Farmer Willie's Craft Ginger Beer