

HEADS & LEGS

SPIRITS GUARDIANS

BEVERAGE INNOVATION MANAGER

CDI FULL TIME POSITION

DEPUIS 1885

GIFFARD

FRANCE

THE COMPANY

GIFFARD IS A COMPANY RECOGNIZED THROUGHOUT THE WORLD (80 COUNTRIES) FOR ITS RANGE OF LIQUEURS AND PREMIUM SYRUPS FOR COCKTAIL BARS.

OUR PRODUCTS ARE THE RESULT OF 5 GENERATIONS OF FAMILY KNOW-HOW WITH THE AMBITION OF OFFERING MOMENTS OF CONVIVIALITY AND DISCOVERY OF FLAVOURS.

TO FACE OUR FUTURE CHALLENGES, WE ARE RECRUITING OUR BEVERAGE INNOVATION MANAGER BASED AT LEAST 3 DAYS A WEEK IN AVRILLÉ (49 +. REGULAR TRAVELS IN FRANCE AND EUROPE ARE REQUIRED.

UNDER THE RESPONSIBILITY OF THE MARKETING DIRECTOR, IN CONNECTION WITH R&D (RESEARCH AND DEVELOPMENT), AND THE SALES FORCE, YOU'LL BE RESPONSIBLE FOR PROVIDING YOUR EXPERTISE IN THE WORLD OF BARS AND MIXOLOGY TO ENSURE THE DEVELOPMENT OF THE GIFFARD'S BRAND ON DIFFERENT MARKETS (FRANCE AND EXPORT)

DEVELOPMENT MISSIONS

- PARTICIPATE IN THE DEVELOPMENT OF NEW PRODUCTS WITH R&D AND MARKETING:
- BE INVOLVE IN BRAINSTORMING, TASTING, WAY TO USE PRODUCTS.
- CREATION OF CONTENT RELATED TO PRODUCTS AND THEIR USES IN COCKTAILS:
- CREATING RECIPE CARDS (COCKTAIL PICTURES, RECIPE DATABASE MANAGER)
- ORGANOLEPTICS NOTES REDACTION.

TRAINING MISSIONS

- CREATION AND UPDATE OF MASTERCLASS FOR BA
- IMPLEMENTATION OF BA TOOLS (MACERATION KIT)
- INVOLVEMENT IN COUNTRY / CUSTOMER VISITS
- RESPONSIBLE FOR THE GIFFARD BAR, ITS OPERATION, EQUIPMENT AND SUPPLIES.

ACTIVATIONS

- INVOLVEMENT IN BRAND EVENTS : COCKTAIL CONTESTS, TRADE SHOWS.

MARKETS SUPPORTS

- TRAINING OF DISTRIBUTOR/WHOLESALE SALES TEAMS THROUGH MASTERCLASS
- SUPPORT FOR BAR GROUPS AND RESPONSES TO CALLS FOR TENDERS : RECIPE CREATION, MENU APPROACH, DEMONSTRATION

JOB & MISSIONS

EXP

- BARTENDER EXPERIENCES CONFIRMED.
- BRAND AMBASSADOR EXPERIENCE.
- PUBLIC SPEAKING.

SKILLS & PROFILE

PASSIONATE EVEN GEEK ABOUT THE SPIRIT INDUSTRY, ENTREPRENARIAL AND INTERNATIONAL MINDSET, FLUENT IN FRENCH AND ENGLISH, AUTONOMOUS BUT NOT INDEPENDANT, OPEN MINDED AND PROACTIVE, CURIOUS AND PASSIONATE, SMILY AND FUN, GREEDY AND RESPONSIBLE, POSITIVE AND GENEROUS ! (SIMPLY THIS).

- FLUENT ENGLISH
- GOOD ABILITY TO SPEAK AND WRITE ABOUT PRODUCTS AND RECIPES
- GOOD KNOWLEDGE OF COMPUTER TOOLS: POWER POINT, EXCEL, MAIL
- PRODUCT SENSITIVITY
- ABILITY TO ANALYZE TECHNICAL DEVELOPMENTS
- CREATIVITY >> RECIPE CREATION
- ABILITY TO BRING PEOPLE TOGETHER / CROSS-FUNCTIONAL MANAGEMENT SKILLS.
- ABILITY TO WORK IN A MULTICULTURAL ENVIRONMENT.
- ABILITY TO CONVINC / SALES SENSE.