

## COMMUNICATION

- **Build strong and differentiating communication plans** to ensure positioning as top-of-mind premium and innovative rum brands.
- **Direct** the PR agencies in our key markets
- **Develop & Employ** the communication tools.
- **Engage and persuade trade actors** during professional events such as trade shows, seminars and press events. (Public Speaking)
- **Share and hold the company's mission** to transform and premiumize the rum category.

## PROFILE

- **PASSIONATE** about marketing and the spirits industry,
- **OPEN-MINDED, DETERMINED** project manager, and a **TEAM PLAYER**
- **HIGH-CAPACITY** to be **MULTI-TASKER**
- **SELF-CONFIDENT** – with the ability to quickly drive the necessary results and projects with a clear determination to succeed.
- **ADAPTABLE** and able to adjust to significant change in **strategy**.
- **INTERNATIONALLY**-oriented, fluent in both **ENGLISH AND FRENCH**,
- **3 years + EXPERIENCE** in **SALES & MARKETING**, with a successful track record in branding and strategic marketing