

# Can you make our spirit brands come alive at festivals, events and fairs?

## Hans Just A/S, Copenhagen

We are looking for an Activation Manager for our William Grant and Sons (WGS) portfolio – mainly Hendrick's Gin and Tullamore D.E.W. Irish Whiskey - who can excite and engage both consumers, trade and influencers, at festivals, events and fairs all over Denmark. You will be reporting to the WGS Senior Brand Manager.

The successful WGS Activation Manager is a passionate and driven individual, who is both creative and organized by their nature, and experienced in coordinating events and festivals. In the position you will be in charge of creating excitement and awareness of our portfolio of spirit products from one of our biggest suppliers – William Grant and Sons. The portfolio includes some of the largest brands in their respective categories, such as Hendrick's Gin, Tullamore D.E.W. and Glenfiddich as well as up and coming brands such as Monkey Shoulder and Sailor Jerry.

You will be managing all activation activities including festivals, events, fairs & trade shows under guidance from the Senior Brand Manager.

### Job Responsibilities

- Grow awareness and build demand all over Denmark through activations in line with global brand guidelines
- Build and maintain a calendar of brand activations as well as a professional profile on social media
- Plan, organize, execute and participate in consumer, trade & influencer activations
- Understand and communicate the brand DNA
- Create monthly activation report

### Profile:

Our desired candidate would preferably have the following:

- Relevant degree and minimum two years of experience in coordinating and executing events
- Strong drive and passion for brands
- Strong interpersonal skills as you will be interacting with all types of people
- Robust communication and presentation skills
- High level of personal confidence, enjoying being the center of attention
- Creative with an understanding for stories that can generate PR
- Fluent in Danish and English, both verbal and written
- Ability to work up to two weekends a month
- Knowledge of the on-trade premise and spirit world would be an advantage, but not mandatory as extensive training will take place

### We offer:

An exciting and influential position in a dynamic and future-oriented organization with an informal working environment. Our organization builds on strong values, teamwork and result focus. Salary based on qualifications, including pension plan and health insurance.

### Application:

If this job sounds appealing to you, please send your resume and motivation letter as soon as possible in English to [job.marketing@hansjust.dk](mailto:job.marketing@hansjust.dk) – marked: "Activation Manager". We take candidates into the recruitment process continuously and close the position down once we have found the right candidate.

If you have any questions, please feel free to contact Senior Brand Manager, Morten Simonsen, at +45 3525 4014.

### Timing:

April 2019

*Hans Just A/S was founded in 1867, and has since then been 100% privately owned. Today Hans Just A/S is managed by the 5th generation of the family. In Hans Just A/S we are a company of 65 dedicated employees working with import, sales, distribution and marketing of selected international brands within wine, spirits and non-alcoholic drink mixers.*