

|                        |  |
|------------------------|--|
| <b>Position:</b>       | <b>Niagara-On-The-Lake, Ontario, Canada</b> Region Ambassador              |
| <b>Status:</b>         | Part-Time Contractor, can lead to full-time                                |
| <b>Education:</b>      | College Degree (or currently enrolled), Viticulture, Marketing/Advertising |
| <b>Location:</b>       | Remote   |
| <b>Project Length:</b> | Ongoing, can lead to full-time for the right candidate                     |
| <b>Salary:</b>         | Affiliate Revenue Share  |

**About WhichWinery:**

WhichWinery.com is setting out to revolutionize the wine industry through technology. We are a start-up with the goal of being the number one searched-based website in the wine industry. To accomplish this, we must disrupt the industry and to do so takes vision, teamwork and a passion to make a difference. These core values are what inspire our team to dream big, work hard and achieve greatness.

**Position Overview:**

You'll be instrumental in bringing WhichWinery to the forefront for both wineries and consumers in the Niagara-On-The-Lake area. For wineries, you'll be a key contributor in helping to build our database of winery contacts and exclusive industry experiences in your dedicated region, as well as gaining an understanding of each winery's marketing goals to successfully position WhichWinery Marketing Plans as key solutions. The right candidate will be comfortable reaching out directly to wineries via email, in-person and/or over the phone to seek out the correct contact (i.e. Director or Marketing) and guide them through the site, registration process and marketing plans and answer any questions. For consumers, you'll be instrumental in educating them about WhichWinery.com and the exclusive experiences available to them in Niagara-On-The-Lake. You'll be responsible for driving excitement, engagement and interaction with WhichWinery.com in Niagara-On-The-Lake.

This Ambassador must be detail-oriented and a self-starter with an ability to fulfill the project obligations. This is a great opportunity for someone looking to create winery relationships within your dedicated region and the online industry, as well as position yourself as a knowledgeable and credible wine industry expert within your community and surrounding areas. We are looking for a person with a passion for wine, attention to detail, a positive attitude and a hard work ethic to join our online team.

**Job Responsibilities:**

- Wineries:
  - Develop a rapport with existing winery clients within Niagara-On-The-Lake
  - Expand our winery client relationships throughout Niagara-On-The-Lake (using our client database)
  - Upsell our [Winery Marketing Plans](#)
  - Assist wineries with creating unique, exclusive [Experiences](#)
  - Develop 1 piece of content per month for our Wine 101 sections: [Best Of](#), [Recommended Trips](#)
    - Once published, post the content on your social channels to help promote WhichWinery and to establish your regional credibility
  - Ensure current winery data is correct on their profile (within Niagara-On-The-Lake)
  - Work with senior management to review progress and collaborate on direction and project scope
  - Provide semi-monthly project updates to senior management
  
- Consumers:
  - Continuous brand evangelism to consumers in your network to register on WhichWinery.com (User Acquisition)
  - Educate and promote WhichWinery Exclusive Experiences to consumers in Niagara-On-The-Lake
  - Assist with expanding the WhichWinery Private Facebook Group: <https://www.facebook.com/groups/whichwineryglobalwinenetwork/>
    - Invite consumers to the Group
    - Engage in Group posts and conversations

- Provide engaging and valued content for the Niagara-On-The-Lake region (e.g. live videos (tasting, tours, etc.), articles (wine, travel, regional content), discounts to events, networking with wineries and wine enthusiasts, etc.)

**Compensation:**

The Region Ambassador affiliate compensation plan consists of a revenue share on the following (details below):

- [Winery Monthly Subscription Plan](#): For every winery in your area that signs up for a subscription, WhichWinery will provide a monthly revenue share (paid after receiving monthly payment from each winery)
- [Experience purchase](#): For every consumer purchase of a wine country experience that you have helped create, WhichWinery will provide a revenue share (paid after the experience is completed).

| Plan                | Revenue     | Ambassador Share              |
|---------------------|-------------|-------------------------------|
| Basic               | \$29 month  | \$5 month                     |
| Featured            | \$99 month  | \$15 month                    |
| Amplifier           | \$199 month | \$30 month                    |
| Premium             | \$499 month | \$50 month                    |
| Experience Purchase | \$TBD       | 10% on each consumer purchase |

**Required Experience:**

- A passion for the wine industry and to see WhichWinery.com expand in your region
- Bachelor's Degree in Viticulture, Marketing/Advertising (currently enrolled students may apply)
- Top-notch written and verbal communication skills
- Proficiency with Microsoft Office, specifically Excel, Word & PowerPoint
- Excellent research ability
- Self-motivated and accountable
- Strong communication skills – both verbal and written
- Personable and friendly is a must

**Organizational Alignment:**

- Reports to Senior Management

**Schedule, Hours & Location:**

- Flexible schedule: Part-time to start
- 7-10 hours per month
  - TBD if project scope warrants additional time
  - For the right candidate this can lead to future job opportunities

If interested, please forward the following to [jobs@whichwinery.com](mailto:jobs@whichwinery.com)

- Cover letter
- Resume
- Hours of availability
- Examples of work product
- Brief description of you, your experience and why you are the right fit