



# Isanti Brands LLC

owners of Moon Moonshine™

## Job Title: Liquor Field Sales Representative & Brand Ambassador

### About Us:

This ain't your grandpappies liquor! Isanti Brand LLC is reimagining liquor for the next generation. We're a bold, innovative new company that's breaking the mold and creating revolutionary drinks that are as unique as you are.

Our spirits are crafted with all-natural ingredients and boldest flavors, designed to spark your imagination and elevate your social experience.

Join our team and help us shape the future of spirits. Together, we'll create something truly extraordinary.

### Job Description:

We are looking for a contract Field Sales Representative & Brand Ambassador for our new Moon Moonshine brand. You'll be the face of our brand, responsible for driving sales and building relationships with key bar accounts in your assigned territory. You'll educate and inspire both bartenders and consumers about our products, creating unforgettable brand experiences.

We need a highly motivated self-starter who can work independently, take initiative and drive results, even with limited resources. The position would start in July of 2025.

As an independent contractor, this role offers territorial ownership, flexible scheduling, and significant autonomy, supported by our experienced marketing team. You will receive valuable mentorship, gaining comprehensive insights into the beverage alcohol industry and accelerating your professional development. While responsible for managing your own business operations, you will benefit from substantial freedom and flexibility.

### Key Responsibilities:

- **Sales:** Execute established strategic sales plans to achieve sales targets within the bar channel including securing prime placement on bar menus, and implementing creative promotional strategies to drive foot traffic and increase sales for our partner bars.
- **Industry Relations:** Manage and maintain strong relationships with bartenders, bar managers, beverage directors, and key industry influencers.
- **Brand Awareness:** Foster a strong brand community through social media, partnerships and other grassroots efforts, organize bar events to connect with consumers, and encourage user-generated content and brand advocacy.
- **Brand Education:** Educate the consumer and bartenders on the product's unique qualities, specific flavor profile, and cocktail pairing suggestions.

- **Social Media:** Actively engage and be an influencer with the brand's social media channels, sharing content, responding to comments, and building a strong online presence.
- **Customer Service:** Provide excellent bar customer service and efficiently process orders, track and fulfill shipments, and manage inventory.
- **Sales Support:** Resolve customer inquiries and feedback promptly through phone, chat, email.

#### Qualifications:

- Bachelor's degree in Marketing, Sales, or related field.
- 1-2 years of bar experience as a bartender, bar manager, server or hostess.
- Already established relationships with bar managers and bar directors.
- Already established relationships within the local university community (e.g., Greek life, sports programs, student organizations).
- Already established relationships with local influencers.
- Valid driver's license and reliable transportation.
- Ability to lift and carry cases of product (approximately 40lbs).
- Must be 21+ years old

**Compensation:** We offer a competitive compensation package of \$60k+ with a \$40k base plus performance-based bonuses of \$20k+ for achieving specific sales targets.

#### What We Offer:

- **Flexible Work Arrangements:** The freedom to manage your own schedule and work-life balance.
- **Professional Development Opportunities:** Access to industry training, mentorship, and industry events to enhance your skills and knowledge.
- **Networking Opportunities:** Connections with industry professionals, influencers, and other brand ambassadors to expand your network.
- **Be Part of Something New:** Join our team to help build a new and exciting liquor brand from the ground up. You'll have the opportunity to shape the brand's identity, culture, and success.

#### To Apply:

If you are interested in this exciting opportunity, please send your resume to [humanresources@moonmoonshine.com](mailto:humanresources@moonmoonshine.com) and answer the following questions in your email:

1. How would you effectively build brand awareness and educate Gen Z consumers about our new liquor?
2. How would you incentivize bars to stock our liquor?
3. How can we drive initial product trials and encourage repeat purchases of our liquor, especially considering our limited budget?
4. Finally, please identify which of the following territories you would like to work in:  
 Gainesville, FL      Tallahassee, FL      Tampa Bay, FL      Orlando, FL