

Our / Miami

OUR/MIAMI PARTNER

Our/Vodka is a global family of vodkas made by local partners in cities around the world. Our/Miami will be an ode to the new Miami, a city on the brink of a cultural reinvention. We have been working on our distillery for the last 2 years and we'll soon be ready to open our doors at 7401 NW Miami Place, in the heart of the Little River District. The Our/Vodka family currently has 5 cities up and running and Our/Miami is one of the 2 still in build-out phase. www.ourvodka.com

Our/Vodka is a start-up founded by 3 Swedish entrepreneurs and funded by Pernod Ricard hence we are independent to choose our own local distribution and collaborations. Every local distillery and business is running by two local entrepreneurs who are partners with Our/Vodka.

Our/Miami is therefore looking for two entrepreneurs to lead our business. One with a strong commercial background and a marketing guru to complete the set. The two partners will be equally responsible for building and driving the business and this is why personal drive is more important than the specific experience.

The deal in short: Our/Vodka makes the capital investment, build the distillery and set up the business. The local partners take over and run the local business and brand, with the support from Our/Vodka. When the local business is profitable the two partners get 20% of the profit to share. During the pre-profit period the partners are paid the equivalent of approx. a minimum wage, that is later withdrawn from future profits. Being a local Our/Vodka partner is close to a full time job.

Must-Have Skills to be successful:

Entrepreneurial soul: We believe this person has an entrepreneurial DNA for whom Our/Miami will serve as the perfect opportunity to build their entrepreneurial credibility and platform.

Pragmatic doer: We are a small, agile and entrepreneurial team where the only thing that matters is to get things done. The perfect match for this role is known for being a person who finds solutions and always makes things happen in one way or another.

Business savvy: We have very few stakeholders, a small budget and a tight timeline. The decisions made will have a huge impact on the business. The overall goals of the company must always be top of mind when deciding what to get involved with, what can wait, and what to pass on.

Social skills: This person is known for getting along with almost everyone and for being someone that people like to listen to, and follow. But this is not a one-man show. Teamwork is key and the person we are looking for is a natural and humble leader.

ROLES & RESPONSIBILITIES:

MARKETING TALENT: One person has his/her background in marketing/PR with the experience of hands-on activation of smaller/medium sized brands. This person is likely to be involved in contemporary culture and has his/her finger on the pulse of *the city*. He/she is also a digital native and understands contemporary marketing technologies. The ideal candidate is known for finding creative ways of getting "the message out".

Main Responsibilities:

- Own Brand & Marketing management
- Define and own the long-term brand vision
- Formulate Marketing Strategy & Plans
- Provide Our/Vodka with annual plan on local public relations and key marketing initiatives
- Execute sponsorship and events (own strategy and programming)
- Responsible for preserving the longer term equity of the brand
- Develop consumer and trade activation tools
- Manage tracking & reporting of the marketing budget
- Provide Our/Vodka with a monthly report on local public relations and key marketing initiatives
- Update and maintain the distillery's website, social media (Facebook, Instagram and email) with current information pertaining to the Company Business and in accordance with social media guidelines included in the Our/Vodka Handbook

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- Implement the “Good Neighbor Activity” program (Community outreach and social programs)
- Manage the “brand home” (the bar/store/distillery tours and tastings)
- Supervise all staff connected to the bar/store and marketing activities
- All admin attached to the above

COMMERCIAL BRAIN: This person likes numbers and knows the basics of business financials and accounting. He or she will be responsible for the total budget and the P&L. This person has experience running the financials in a smaller businesses. He/she is also the commercial brain and understands the drivers of the business. The ideal candidate loves optimising stock, costs, budgets, staff, time, production, logistics and he or she also loves the correlation between volume, price, velocity. etc.

Main Responsibilities:

- Define and own the long-term business goal (vision)
- Commercial & distribution Strategy (objectives per channel, KPI, support tools per channel, track performance and define action plans, incentives, logistics)
- Sales activation strategy (on- and off-trade. Track and report all sales and samples)
- Provide a monthly & biannual sales, distribution & financial plan
- Use market data, extract & interpret insights and turn them into concrete actions
- Team management (sales / production / admin)
- Assisting with bookkeeping and tax reporting (with the assistance of Our/Vodka or its repr.)
- Key account management (airport, retail chains & distributor(s))
- Lead operations & supply chain (stock, production, customer service)
- Quality control & crises management
- Overall P&L responsibility for the whole entity
- All admin attached to the above

The Our/Vodka Manifesto

Our/Vodka is a no-bullshit vodka that revolts against what the (vodka) world has become. We are not about heritage, luxury or eco heroism. We're here to make progress, commit a change and make something new and meaningful. We revolt against the conventions, the packaging, the marketing, the distribution and even the category. We are tireless contrarians and know that the only thing that matters is what you do, and not what you say. With 6 cities up and running and 3 in build-out phase, Our/vodka is a global family made up of local people in cities around the world. Each micro-distillery is run independently by people who love their city.

Are you the person we are looking for?

Drop us an e-mail at info@ourvodka.com