



WHO ARE WE?

Bacardi is a family, a Company and a brand

A family-owned company full of passionate employees and iconic brands, shaped by our rich history of spirited entrepreneurship.

Bacardi Limited is built on the enduring legacy of a family. Ours is a vibrant, family owned spirits company, nurtured by seven generations of the Bacardí family. We are the largest, privately held spirits company, as well as the fourth largest international spirits company in the world. Bacardi was founded in 1862 in Santiago de Cuba, when Don Facundo Bacardí Massó revolutionized the spirits industry by creating the world's first light-bodied rum.

Since then, our Company has grown to encompass an impressive portfolio of more than 200 brands and labels. These include BACARDÍ® rum, the world's best-selling and most-awarded rum; GREY GOOSE® vodka, the world's leading super-premium vodka; DEWAR'S® Blended Scotch whisky, the world's most awarded blended Scotch; BOMBAY SAPPHIRE® gin, the top-valued premium gin in the world; MARTINI® vermouth and sparkling wines, a world leader in Italian vermouth and sparkling wine; CAZADORES® 100% blue agave tequila, one of the most popular premium tequilas in Mexico and the United States; and other leading and emerging brands including WILLIAM LAWSON'S®, the fastest-growing global Scotch whisky brand; ERISTOFF® vodka, one of the fastest-growing vodka brands in the world; and ST-GERMAIN®, a super-premium elderflower liqueur.

We are focused on building upon our successes by recruiting the best and brightest talent in order to have a well balanced employee population that reflects our diverse society, customers and consumers. Around the globe we employ nearly 6,000 people who are the guardians of a tradition of excellence dating back more than 155 years. Our products are sold in more than 160 markets worldwide by our own companies and third-party distributors, and we operate 29 production facilities – for bottling, distilling and manufacturing – in 16 countries.

Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited. The Company is headquartered in Hamilton, Bermuda.

For additional information, please visit:

www.BacardiLimited.com

Department/Division	Title
Corporate Communications	Corporate Communications Coordinator
Location	Level
Coral Gables, Florida	Full Time Employee



OUR WAYS OF WORKING

Our family legacy has positively influenced our ways of working and has shaped the values to which our employees aspire. We're caring, like a family, and not only internally, but also in the wider communities in which we operate. This is demonstrated by our commitment to both act responsibly and promote the choice to drink responsibly. We trust one another, and through that trust are able to forge strong teams and networks that empower our matrix organization structure. We're passionate, reflecting our Latin heritage, and this means that we commit more than just time to our work: we commit energy, heart and soul. We are dedicated to being a role model in our industry, and we approach everything we do with Integrity First. Together, our values help us create what we're most proud of: our True Heart and Winning Spirit – both in our home markets and across the world.

ABOUT THE ROLE

The Corporate Communications Coordinator forms part of an award-winning, global team responsible for supporting all functions across the Company. The Corporate Communications Coordinator will contribute creative ideas, stories and content. We are a small, but very successful group of communications aficionados. How? We work as a team, respect deadlines, roll up our sleeves and love a challenge. The Corporate Communications Coordinator must be organized and ready to think outside the box. Internal and external communications often intersect, and the Corporate Communications Coordinator will have the opportunity to work on both communications for one of the Most Reputable Companies in the World -- Forbes says we are, and we like to agree!

KEY ACCOUNTABILITIES AND RESPONSIBILITIES

Storytelling & Content Creation:

- Write internal and external feature stories
- Write social media posts
- Produce video segments (includes set design, sourcing products and other onsite needs, set up of scripts and teleprompter)
- Organize and log video footage
- Draft news releases, fact sheets, Q&As, bios, talking points
- Research, select, stock video footage and still photography
- Manage corporate library of multimedia assets relating to facilities, packaging, executives, etc

ONE Bacardi Global Intranet Communications:

- Write and post content to global intranet
- Update home page of global intranet with daily news
- Write and issue weekly newsletter
- Organize digital assets
- Manage weekly editorial process
- Backlog record-keeping of homepage news
- Run analytics and reporting

Environmental Sustainability Communications:

- Conduct social media and general media monitoring
- Update editorial / recap calendar
- Post content on ONE Bacardi intranet sustainability section
- Develop ideas for and execute employee sustainability activities

General Communications & Departmental Support:

- Track budgets, set up vendors, and invoice follow-up and processing
 - Meetings and events support
 - Develop distribution lists for media and internal communications
 - Maintain and distribute news clips to a global audience. Includes editing and distributing.
 - Maintain department inventory and mail promotional items
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- Assist photographer on-site for headshot sessions
- Manage meetings, calendars, travel plans as needed.
- Other project assistance as needed

MEASURES OF SUCCESS

Performance: Achieve global priorities in alignment with department annual objectives and quarterly priorities

THE REWARDS

For this role, you will receive the following: A competitive base salary, competitive local market benefits and medical benefits.

BACARDI CONNECTIONS

REPORTING LINES

Reports to (Solid line): Director, Corporate Communications - Internal
Matrix reporting to (dotted line): Director, Corporate Communications - External
Leadership Responsibilities: n/a
Number Supervised: n/a

KEY RELATIONSHIPS AND INTERDEPENDENCIES

Your ability to operate and orchestrate seamlessly within the matrix will be critical for your success in this role and of the function.

Internal:

- Convey information to: Employees from entry level through senior executives

External:

- Convey information to: News media, suppliers, NGOs, partners and vendors

CRITICAL EXPERIENCES FOR SUCCESS

University undergraduate degree in Communications, Public Relations, Journalism, Marketing or related field

Minimum 2-3 years previous experience in communications department a must; ideally for global brand-led company

Strong verbal and written communication skills

Strong organization and time-management skills

Fluent in Microsoft Word, PowerPoint, Excel

Proficient in Adobe PhotoShop. Other graphic design and publishing software knowledge a plus

Strong sense of aesthetics, composition and the ability to tell a story with pictures and sound



Web and social media savvy

HTML coding desired, but not required

Fluent in English. Additional languages a plus

FUNCTIONAL EXCELLENCE

Please review the Functional Excellence Model for specific information on the functional experiences required for this role.

LEADERSHIP EXCELLENCE

Living our Values and demonstrating high Learning Agility will be fundamental not only for success in this role, but also for potential growth to other roles across Bacardi in the future. We have a clearly defined Leadership Excellence framework, and you will be expected, as an individual contributor to role model the following: **Drive Execution and Results / Lead Strategically and Know your Business / Make the Matrix Work / Lead by Example**

Bacardi is an equal opportunity employer that values workforce diversity. Diversity is core to our business: by embedding diversity into all aspects of our culture, we maximize the opportunity to achieve sustainable business success and growth.