

# X MUSE

## X Muse Temple Guide

Job Description, 27 07 2021

### **BRAND CONTEXT**

X MUSE is a start-up and a new generation upscale vodka that would redefine spirits marketing, an Absolut of the 21<sup>st</sup> century. It is a post-craft barley vodka, where honesty of production approach is blended together with professionalism and the quest for quality. We strive to impart every single detail of the brand with human effort and with aesthetic intuition based on integrity and meaning.

Scotland is famous for the beauty of its landscapes, purity of its water, and its age-old mastering of the spirit making craft. Scotland is famous for its whisky. We believe it can also produce other world class distilled masterpieces, such as vodka. That said, our brand is not Scottish, but a cosmopolitan brand with roots in Scotland. Even though our product is physically produced in Scotland and is sourced from the best local ingredients, the brand is based on inspirations and creative references that transcend time space, disciplines, and cultures.

We look at spirits as cultural products deeply rooted in human history. This brand's creation is informed by this history and our understanding of the meaning of spirits.

Born from Jupiter Art Land, X MUSE vodka is closely linked to Art as philosophy of its brand development, and Art world as the vehicle for its promotion. This brand's differentiation is built on three levels: craft, esoterics and art.

Our product is expensive (it will retail at around £55 a bottle), the reflection of the efforts put behind creating this luxury product.

Inspired by a market observation that 'today people drink less but better', we have created a product of an exceptional quality. Defying the notion that vodka is "a colourless and odourless spirit" we would like to make it delightful to drink straight, on the rocks (sipping vodka) or in classic martinis. At the same time, it should pass the test of mixability with soda or tonic.

X MUSE is projected to be launched on 21<sup>st</sup> August 2021 with focus on the UK market in the first instance.

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## OVERALL ASSIGNMENTS

1. X MUSE Temple management
2. Helicon workshop organization
3. Presenting and Selling X MUSE vodka
4. Special events organization
5. Thursday- Sunday role (9:30am-5pm) up until 31<sup>st</sup> October, with Tours starting again in May 2022

## DETAILED MISSIONS

### 1. X MUSE Temple management

X MUSE Temple is the beating heart of the brand, the place that represents X Muse. It is something in between a gallery and a shop. A real home for the brand identity, a X MUSE brand temple is a physical space that serves multiple fundamental purposes and brand needs beyond its commercial aspect:

- embodying the brand world
- nurturing brand parish
- providing ideal brand experiences
- generating content and publicity
- Keeping X MUSE Temple functionality and organization
- Ensuring the everyday set-up of the Temple according to the original design of Formafantasma (the designers behind X MUSE Temple)
- Ensure the functionality of the equipment (screens, furniture, lighting, etc..)
- Ensure the cleanliness of the space as well as its readiness for the client tours
- Ensure the security of the items inside the Temple

### 2. Helicon workshop organization

X MUSE has implemented its bespoke brand experience designed by world's renowned design studio FormaFantasma. HELICON WORKSHOP is Full scale product presentation and tasting in a controlled environment. (from 5 to 15 people)

- Set up the X MUSE Temple for the Helicon Workshop (set up the table,  
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glassware, all tasting equipment, liquids, etc.)

- Regularly conduct Helicon Workshops according to the predetermined script. Engage and involve the invitees, either invited VIPs and media, or paid regular visitors.
- Take care, clean and properly store all the Helicon Workshop equipment and materials.

### **3. Presenting and Selling X MUSE vodka**

- Know all the brand fundamentals and selling points
- Present the brand and try to influence consumer choice without obvious imposition on a client
- Show empathy, tact, discretion in the client relationship

### **4. Special events organization**

- Help organize X MUSE special events at the X MUSE Temple and Jupiter Artland: tastings for professional audiences, VIP events. PR and media events, artistic events in collaboration with Jupiter Artland, etc.
- This includes and not limited to:
  - Venue set-up\_and\_Decoration (furniture, flower, candles, etc.)
  - Guest welcoming
  - Drinks serving
  - Ad-hoc X MUSE Product presentations
  - Presence with invitees during the event
  - Venue clean-up

## **POSITION**

The job reports into X MUSE Brand/Project Manager

Location: Jupiter ArtLand, EDINBURGH

## **REQUESTED PROFILE**

- Fit with the X MUSE brand values
- At least 1-2 years of experience after a university
- Excellent oral presentation, storytelling and communication skills  
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- Affinity with the sales environment of upscale brands, high quality of execution, attention to detail, striving for perfection
- Cultural curiosity, eager to learn about art world ecosystem
- High level of empathy, openness, client orientation and dynamism
- Strong interpersonal skills – we are in the business of conviviality!
- English - native or fluent

## **KEY BENEFITS OF THE ROLE**

- The role allows you to step back from classic marketing management and become entrepreneur, without taking the risks associated with it.
- You will get to work and interact with senior, experienced and stimulating people both in the X MUSE organisation, as well as with some of the world's best external agencies and consultants.
- You will learn a lot about top-notch approaches to marketing high-quality aspirational brands
- You will get an opportunity to work on topics that are of particular interest to you, allowing you to personalise the role.
- You would become integral part of a revolutionary approach to spirits making and marketing
- And finally, X MUSE team would strive to bring meaning to the brand, to its clients, and to everyone who works on the team

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X MUSE is the trading name of Tenth Muse Spirits Limited, a private limited company registered in Scotland, England & Wales with registered number SC548158.