



LANGUAGES ON THE ROCKS ~ WHISKY INDUSTRY ~

“TO POSSESS A SECOND LANGUAGE IS
TO POSSESS A SECOND SOUL”

JENNIFER MASSON

TOMATIN DISTILLERY

EDUCATION

HIGH SCHOOL

Standard Grades – Maths, English, History, **German (1)**, Biology, Art, Graphic Communications

Highers – Maths, English, History, **German (A)**, Business, Accounting & Finance

Advanced Higher – **German (B)**



BA (Hons) International Business with
Modern Languages (Marketing,
Spanish & German)

IBML

There is well-established interest among employers in graduates who combine a strong international business knowledge with language ability.

As international trade and global commerce become ever more important, demand is increasing for graduates who can demonstrate competence in both specialist international business and language and cultural fluency.



IBML Masters



2017 Entry - Minimum Grades Highers

1st sitting: AAAB or AABBB ;
2nd sitting: AAABBB

Required Subjects

English B, Maths National 5B/Intermediate 2; Higher Maths B for combinations with Finance; Higher A/B in one language from French, Spanish, Italian

Additional Information - Advanced Highers

An Advanced Higher and a Higher are given equal credit and the grades for each qualification count towards the total grades required.

WHY SPANISH?



- 3rd most spoken language in the world
- 2/3 of a billion people have Spanish as their 1st or 2nd language
- Ease of communicating while travelling
- Challenge of engaging with other cultures through the medium of their language, and the opportunity to work or study in Spain or Latin America
- Learn about some of the most vibrant and exciting cultural developments of the 20th and 21st centuries

YEAR ABROAD



- Depending on course chosen, you can work (normally teaching English) or study
- Meet people from all around the world
- Gain fluency in your language
- Experience independence
- Parties!
- MURCIA

MY CAREER...



2007-2011

Graduate Marketing Manager at HighNet Telecoms in Inverness



2011-2012

Marketing Manger at Macdonald Aviemore Resort



2012-Present

Marketing Manger at Tomatin Distillery

THE WHISKY INDUSTRY

IN 2014:

- Exports earned £125 every second.
- 40 bottles were shipped overseas each second.
- 10,000 direct jobs, 35,000 in total
- Scotch Whisky accounts for 25% UK food & drink exports.
- Scotch Whisky is sold in 200 markets worldwide.
- Scotch Whisky sells three times its nearest rival whisky.
- More Scotch is sold in one month in France than Cognac in a year.



WHISKY

- Brand ambassador
- Salesperson
- Marketing
- Tour Guide

- Travel!

- Spanish – South America is very hard to break as they don't like doing business in English.



Tastings & Events in Japan, Canada, Glasgow



MY ROLE

BRAND
MANAGEMENT

NEW PRODUCT
DEVELOPMENT

ADVERTISING

PUBLIC
RELATIONS

ONLINE &
SOCIAL MEDIA

EVENTS
MANAGEMENT

SPONSORSHIP
MANAGEMENT

EXPORTS
SUPPORT

DESTINATION
MARKETING









LANGUAGES ON YOUR CV



- GERMAN
 - Germany is one of the only countries in Europe to defy the economic crisis, and is also the biggest export market for British goods other than the US
- FRENCH
 - 49% of UK employers regard it as useful for their business, especially in light of the amazing transport links we now have with France.
- SPANISH
 - If you ever fancy working in the US, speaking good Spanish is a huge advantage given the dealings you're likely to have with Latin American customers, clients and countries. But in the UK it's regarded as attractive to employers too – 37% of managers rated it as useful.

LANGUAGES ON YOUR CV



- MANDARIN
 - Anyone with ambitions in technology, finance or retail would do well to learn Mandarin. Currently, very few schools teach it but in time, it could be as common as French on the school syllabus.
- POLISH
 - Since there are now an enormous number of Polish workers in the UK, a basic grasp of the lingo could work wonders for anyone thinking of going into teaching, hospitality or construction. Poland is also the only EU country to avoid recession since the start of the economic downturn so those in business and finance would do well to swot up too.

SUMMARY:



- Learning a language isn't purely functional
- Having a language on your CV will open doors for you in your career
- You don't need to be fluent, a little goes a long way
- It demonstrates a lot about you as a person; your outlook on life, life experiences, your soul
- Learning languages is only difficult if it is not applicable
- It is so much more than words – it's communication
- Watching films counts as 'studying'!
- The 'gap year'!
- Paid by your work to travel!
- Represent your country with whisky