

Customer Marketing Manager
Full Time Permanent Contract

About Hallgarten & Novum Wines

Hallgarten is one of the UK's leading wine specialists, working with many of the UK's top On and Off Trade businesses. Our award-winning portfolio has circa 1,500 wines from every corner of the wine-making world and is at the core of our success. We are proud to have been awarded the prestigious IWC 'On Trade Wine Supplier of the Year 2023', IWSC 'Wine Distributor of the Year 2023', and most recently the Sommelier Wine Awards 'Large Merchant of the Year 2024'. We are also Sliver accredited Investors in People, very proactive with ED&I in the wine industry and the sustainability agenda, and proudly part of Coterie Holdings.

Key Aims and Responsibilities:

This role is focused on supporting new business development, particularly at scale, across all sectors of the business. The successful proactive candidate will manage the Customer Marketing element of the new business/tender process and apply trends and insights to strengthen the commercial proposition in tenders and customer presentations. This role reports into the Marketing Director and is pivotal with multiple links throughout the regional and national account management team.

- Utilising a deep understanding of the wine market, its customers and dynamics, transform research findings and insight into clear, concise recommendations for customer listings, activations, marketing campaigns and planning to win new or develop existing accounts
- Create tender submission documents and presentations, ensuring a professional, consistent and agreed submission, liaising with the Design Team as necessary
- To work alongside the Sales Teams to identify, understand and target high value customer/prospect accounts
- Spend time in trade and in customer meetings to understand how Hallgarten can add value, proposing customer activations and training recommendations
- Coordinate with internal marketing teams to ensure consistent messaging and brand alignment across all customer touchpoints
- Support the maintenance of the New Business Database, using sources such as Propel Premium and Bowimi

Shared responsibilities within the Customer Marketing team

- Create and update relevant sales tools
- Tailors compelling category/brand presentations to the customer audience

Knowledge:

- Understands the UK wine market, its trends and knowledge of varietals and regions
- Understands the dynamics and requirements of the different sectors of the wine trade – On versus Off, National versus Regional and Multiples/groups versus Independents
- Understands how to interpret insight and turn into selling arguments
- Aware of consumer behaviours and the importance of trends and storytelling
- Commercially aware

Skills:

- Able to translate insights into clear actionable messages within presentations, sell sheets and social media content

- Able to manage multiple projects simultaneously, prioritise tasks, and deliver results on time
- Strong communication and presentation skills, with confidence in presenting information to diverse audiences, tailoring the message for impact
- Ability to work effectively with internal and external stakeholders, including sales teams, marketing teams, and suppliers
- Proficiency in creating visual tools to create compelling and informative graphics for presentations
- Understands the customer perspective and objectives, and constructs customer-targeted presentations and compelling sales rationales (e.g. Features & Benefits)
- Attends Sales Meetings (and Customer Meetings where required/adding value)

Requirements:

- 3-5 years' experience in marketing ideally within UK drinks industry
- Understanding of Customer Marketing and the role it plays within a business
- Experience of using insights to create business opportunities
- Preferably wine literate, with WSET qualification
- Advanced user of Microsoft Office tools
- Experience of Artificial Intelligence (AI) and its possibilities an advantage
- Pays attention to detail and delivers accurate and high-quality work
- Takes initiative to identify opportunities and drive results
- Able to adjust to changing priorities and demands
- Works collaboratively and effectively with colleagues

Benefits:

- Competitive salary with personal and company performance related bonus
- Opportunities for career advancement within a dynamic and growing company.
- Comprehensive data training
- Access to a diverse portfolio of world-class wines.
- PCA and expenses for business-related travel.
- Health and wellness benefits.

If you have a passion for wine, a customer-centric mindset and have proven record in a marketing role you are invited to apply. Join us in our commitment to delivering exceptional wines and building lasting relationships with our customers.

Additional Information

This role is based in our Head Office in Capability Green, Luton working in a hybrid way after probation.

Our 5 values are Partnership, Positivity, Passion, Pride and Progression; you will find a collaborative, supportive friendly team at Hallgarten Wines which gives you the platform to succeed and grow.

We are an equal opportunity employer and are committed to equality of opportunity for our current and future employees irrespective of their gender, age, race, disability, marital status, religion or belief, or sexual orientation. We believe that the wide range of perspectives that result from diversity promotes innovation and business success. If you need reasonable adjustments at any point in the recruitment process, please let us know and in your application, please feel free to note which pronouns you use.

Closing date for applications is **Friday 13th December**, but we reserve the right to close earlier should we find the successful candidate. Please send an up-to-date CV to hr@hnwines.co.uk

We are also recruiting for an Insights Manager to join this team.