

JOB SPECIFICATION

Job Title	Supplier/Brand Manager	Dept/Location	Marketing/Luton Head Office
Reports To	Senior Brand Manager	Direct Reports	0
Key Contacts	Wine Suppliers, Sales Team, Brand team, Buyers, Trade Marketing, PR & Communications		

Main Purpose

To manage a selection of wine suppliers and brands, including some key brands, and to maximise their sales

Primary Responsibilities

- To manage the overall supplier relationship.
- To provide suppliers with a thorough understanding of the UK market and what each supplier needs to do to maximise potential in this market (via Category Management analysis, UK Market stats interpretation, and H&N sales & marketing requirements), helping brand owners to maximise their sales opportunities in the UK.
- You will need to pay particular attention to UK Major Multiple customers (supermarkets etc) to ensure correct brand positioning, pricing and promotions, enshrined in a dynamic brand presentation.
- You will work with sales teams to ensure your brands maximise their potential; with Trade Marketing team in order for them to deliver and activate these plans; and with the Communications Manager to develop each brand's public image and Hallgarten reputation.
- You will agree and manage the associated supplier marketing budgets.
- You will establish a reporting system with each supplier so that each brand is given the appropriate feedback on their performance within a designated reporting schedule.
- You will collate and negotiate supplier pricing, vintage information and availability where applicable on an annual basis for the Buying and Shipping departments.
- You will ensure via the Senior Brand Manager, that your suppliers & brands contribute to the overall Hallgarten sales & marketing plan to develop the initiatives, promotions and communications that drive this plan and sell our portfolio.

Knowledge, Skills & Behaviours

- Excellent Communication and Interpersonal skills - builds productive working relationships.
- Good analytical skills (for budgets, margins, cube analysis and allocations etc)
- Organised, able to plan ahead and good at multi-tasking
- Self-starter who is able to take the initiative and work at pace
- Commercial savvy
- Experience of working with UK Major Multiples would be a benefit
- Wine knowledge.
- Passionate about customer service
- Strong negotiation skills
- Flexibility required to work some weekends and evenings
- Ambitious for both the company and themselves

Experience & Qualifications

- Experience in managing key stakeholders with the ability to set and deliver strategic objectives
- WSET qualification good to have
- Industry knowledge with an understanding of routes to market, and on and off-trade
- Excel, word and PowerPoint skills are a must
- Languages such as French/Spanish/Italian would be advantageous but not required.

Company Values



ADDITIONAL INFORMATION

This is a hybrid role which has the opportunity to split your time between our offices in Mayfair and at Capability Green near Luton Airport, as well as working from home. You will also be expected to attend and support supplier events and tastings, so there is some travel involved.

The ethos and culture of Hallgarten lies at the heart of everything we do, our 5 values of Partnership, Positivity, Passion, Pride and progression mean you will find a collaborative, supportive and friendly team that gives you a 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 **31st January 2025**, 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