

## JOB SPECIFICATION

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

### Main Purpose

To drive and execute the sales activities for specific supplier brands across the Hallgarten, and wider Coterie distribution model aligned to a clearly defined commercial sales plan to deliver maximum profit for Hallgarten (& Coterie)

### Primary Responsibilities

- Manages key brands within Hallgarten and across the wider Coterie ecosystem where relevant
- To devise, agree and activate an Annual Sales and Marketing plan with key supplier brands
- To be responsible for managing budgets ensuring all supplier investment is allocated in the most efficient manner for maximum returns delivering against an agreed strategy
- Deliver against a targets in sales, volume and profit across all channels
- Manage the relationship with the brand partner ensuring professional levels of reporting and commercial rigour against agreed and defined targets set in the annual business planning phase
- Determine and implement the category strategy
- Define the channel strategy for all wines from each supplier brand with targets set against individual lines
- Ensuring that the brand expectations are aligned across all areas of the business, including Marketing who need to support and engage in the activation of the brand in the market
- Working within the brand management team to ensure alignment across the supply team to promote shared working practices set against common goals; ensuring the brands contribute to the overall Hallgarten sales & marketing plan to develop the initiatives, promotions and communications that drive this plan and sell our portfolio.
- 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 imagine and Hallgarten reputation.

### Knowledge, Skills & Behaviours

- Commercial astute with a track record within a high-performance business model
- Excellent Communication and Interpersonal skills
- Strong analytical and negotiation skills
- Clear-thinking under pressure
- Strategic thinker with the ability to determine what's best for our business
- Wine knowledge.
- Passionate about customer service

### Experience & Qualifications

- Experience in managing key stakeholders with the ability to set and deliver strategic objectives
- Proven track record of managing budgets effectively
- History of working in a high-performing organisation with tangible commercial results
- WSET qualification
- Industry knowledge with an understanding of routes to market, for on and off-trade
- Excel, word and PowerPoint skills are a must
- Languages such as French/Spanish/Italian would be advantageous

### 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 **25<sup>th</sup> April 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](mailto:hr@hnwines.co.uk)