

Brand Manager

Permanent contract.

COMPANY BACKGROUND

Hallgarten Wines has 85 plus years of experience in the UK wine trade. We market and sell over 1,200 wines from some of the greatest wine producers in the world through our strong sales team to all sectors of the UK trade - restaurants, hotels, independent wine merchants and national multiples.

THE OPPORTUNITY

We are looking for someone with enthusiasm that has wine industry knowledge and understands the route to market. If you have WSET qualifications, then this is beneficial but not essential. Previous successful experience in managing key stakeholders in a Brand Management or similar role is desired. We expect you to be extremely competent in word, excel and PowerPoint and confident when presenting to an audience. The successful candidate will manage a portfolio of approximately 70 suppliers covering countries in Europe, Eurasia and the Mediterranean including some key suppliers.

KEY RESPONSIBILITIES

- Manage the overall Hallgarten wine supplier relationship
- To communicate effectively with the suppliers & brand owners so they understand the UK market and thus provide the tools to maximise their sales opportunity in the UK.
- Pull together a 'go to Market plan' for each supplier where appropriate.
- Work with Trade Marketing team to help deliver and activate these plans paying particular notice to supplier visits to the UK and visits to the supplier by salespersons & customers.
- Agree and manage the associated supplier marketing budgets.
- 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 Hallgarten sales & marketing requirements).
- To communicate, enthuse and execute initiatives for these suppliers with Trade Marketing and the sales teams.
- To drive external communications with the Communications Manager that develop the brands' public image and Hallgarten's reputation.
- Establish a reporting system with each supplier so that each brand is given the appropriate feedback on their performance within a designated reporting schedule.
- Collate and negotiate supplier pricing, vintage information and availability where applicable on an annual basis for the Buying and Shipping departments.
- Work with generic board and industry organisations to maximise the opportunities for the Hallgarten portfolio.
- 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.
- Work with the sales teams to initiate tactics and presentations that engage key customers with our range and targets them effectively. This includes organising events to promote the wines.

REQUIREMENTS

- Experience in managing key stakeholders with the ability to set and deliver strategic objectives
- Pro-active and self-driven with the ability to multi-task and work to deadlines.
- Well-organised, excellent administrative skills, with a high attention to detail.
- Excellent inter-personal skills required to build strong relationships with stakeholders

- Excellent communication and presentation skills and able to adapt presentation style as required
- Computer literate: confident in using Microsoft 365 tools – Outlook, Word, PowerPoint, Excel
- Passion for wine
- Embraces the Company Values

WHAT IS ON OFFER

- Competitive Salary
- Professional development with wine qualifications
- Bonus Structure and Company Profit Share Scheme
- Pension scheme
- 25 Days Annual Leave per annum with the ability to purchase up to 5 days

ADDITIONAL INFORMATION

This role is based in our Head Office in Capability Green, Luton working in a hybrid way. You will be expected to attend and support supplier events and tastings, so there is some travel involved.

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.

Closing date for applications is 31st August 2022, 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