

Supplier Brand Manager
Permanent contract.

COMPANY BACKGROUND

Hallgarten Wines has 90 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. We are very proud of our three major awards in 2023: Drinks Business 'Drinks Company of the Year', IWC 'On Trade Supplier of the Year' and the IWSC 'Wine Distributor 2023' trophy. We have just recently been accredited Silver for Investors In People as well.

THE OPPORTUNITY

We are looking for someone with passion for wine to join our experienced Brand Management Team. The successful candidate will understand the route to market (for both on and off trade) and able to manage a selection of wine suppliers and brands, including some key brands and maximise their sales. Ideally you will have WSET qualifications at Level 4, or with the ambition of obtaining your Diploma. Previous successful experience in managing key stakeholders in a Brand Management or similar role is required. We expect you to be confident and adaptable when presenting to an audience, commercially aware and highly organised.

KEY RESPONSIBILITIES

- Manage the overall 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 in order for them to 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 H&N 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

- Excellent Communication and Interpersonal skills - builds productive working relationships.
- Good analytical skills
- Organised, able to plan ahead and good at multi-tasking
- Strong numerical skills (For budgets, margins, cube analysis and allocations etc).
- Self- starter who is able to take the initiative and work at pace
- Results driven with a desire to excel
- Commercial savvy
- Wine knowledge.
- Passionate about customer service

- Strong negotiation skills
- Some event /Itinerary planning experience
- Flexibility required to work some weekends and evenings
- Ambitious for both the company and themselves
- 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.

WHAT IS ON OFFER

- Competitive Salary
- Professional development
- 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.

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 **23rd February 2024**, 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