

Insights 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 identifying and developing compelling market insights to drive sales growth and support new business development across all sectors of the business. The Insights Manager owns and understands the market data that will help identify these trends and opportunities. We expect a reliance on data and insights to inform marketing decisions, as the data 'expert' within Marketing.

- With a strong understanding of the wine market, its customers and dynamics, analyse internal and external data to identify clear and actionable insights that drives sales growth, and adds value
 - To introduce and maintain regular internal sales data reports, identifying key gaps, trends, opportunities and learnings to highlight to the Sales team
 - To cross reference internal sales data with external market data to identify opportunities
 - To identify consumer and market trends to be used within campaigns, sales tools, presentations and tenders
- Maintain and develop key reports throughout the year, including:
- o Market Context Report (Annually)
 - o Wine Trend Predictions Report (Annually – On and Off Trade editions)
 - o National Off Trade Insight Updates (Bi-annually)
 - o Off Trade Insight Updates (Quarterly)
 - o On Trade Insight Updates (Monthly)
- Lead Hallgarten market research, delivering an annual consumer survey (as agreed and assuming budget)
 - Analyse and report internal campaign and promotion performance (e.g. Assemblage promotions), and highlight areas for greater sales optimisation
 - Provide regular market trend updates to the Buying team, such as wine styles, packaging trends or growth of Low/No categories
 - To provide insights to support various communications, such as social media content, press releases, price lists and Assemblage.

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 different sectors of the wine trade – On versus Off, multiple, regional and independent and how they differ

- Analytical know-how, including data interpretation, statistical analysis and trend identification
- Experience in conducting market research, including surveys category analysis

Skills:

- Able to translate complex data into clear, compelling insights and narratives
- Excellent written and verbal communication skills, able to effectively present insights and recommendations to different audiences, through presenting or PowerPoint/Excel
- Advanced Excel skills (ability to use pivot tables and advanced formulae)
- Able to help turn category/insights develop into selling arguments
- Strong interpersonal skills and ability to work effectively within a team
Attends Sales Meetings (and Customer Meetings where required/adding value)

Requirements:

- 3-5 years' experience within a data & insight focused role
- Understanding of marketing and the role it plays within a business
- Experience of using data to develop insights and business opportunities
- Preferably wine literate, with WSET qualification
- Advanced user of Microsoft Office tools
- Experience of Artificial Intelligence (AI) and its possibilities an advantage

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@hwnines.co.uk

We are also recruiting for a Customer Marketing Manager to join this team.