

## **Marketing & Events 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 an experienced Marketing and Events professional who has proven experience that they can manage and execute a robust events strategy and programme. Within this role the successful candidate will lead and manage the important events programme for Hallgarten, as well as the organisation and execution of Supplier visits to the UK, ensuring an optimised return on supplier involvement with our customers. Ideally applicants should have degree level education, and experience in the wine industry is advantageous but not essential, as we are seeking the willingness to undertake WSET accreditations.

### **KEY RESPONSIBILITIES**

- Manages, coordinates and delivers all Hallgarten events, including the Annual Tasting, Regional tastings during the year, company events, international events (ProWein & VinItaly), and other events as identified in the annual Trade Marketing Plan.
  - Communicates out and engages the Sales teams on the events so that sales and prospecting opportunities are maximised.
  - Delivers generic tastings as agreed with the relevant Supplier Manager.
  - Co-ordinates samples as required for all these activities, including checking stocks, vintages and arranging delivery and collection to/from the event venue where relevant.
  - Co-ordinates the POS and literature required for any events, plus personnel required to support the event.
  - Measures, evaluates and reports on all events
- Leads and manages the Supplier visits strategy and activation, with Marketing Coordinator support, ensuring maximum value is returned from the investment of resource made.
  - Works with Supplier Managers and the Sales team to deliver (or support the delivery of) winemaker dinners and other supplier events.
  - Support the Marketing Coordinator where required with the arrangements of Customer Trips
- Support the Marketing plans and activities as required in order to maximise visibility of the portfolio, and drive the trade awareness and reputation of Hallgarten.

### **KPI's**

- Delivery of an effective programme of events which is measurable to their objectives.
- Engagement of the Sales team to the events programme so that the effectiveness of the events is maximised.
- Supplier Visits managed effectively, with supplier, customer and sales team positive about impact, and sales growth/relationships monitored and measured accordingly.
- Effective budget management and reporting measurements.

### **REQUIREMENTS**

- Well-organised, with the ability to multi-task and work to deadlines.
- Excellent administrative and coordination skills, with a high attention to detail.
- Customer focused and commercially aware.
- Effective budget management.

- Personable, with ability to communicate at all levels and build productive working relationships.
- Excellent communication skills both verbal and written
- A Team Player
- Self-starter with a proactive attitude and the ability to work at pace.
- Previous experience of event planning and delivery essential
- Must be computer literate and confident in Microsoft Office tools
- Driving licence
- Knowledge of and active involvement in social media required
- Knowledge of a second European language desirable but not essential.

#### **WHAT IS ON OFFER**

- Competitive Salary
- Professional development with wine qualifications
- Bonus Structure
- Pension scheme
- 25 Days Annual Leave per annum with the ability to purchase up to 5 days
- Hybrid working

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.

This is an exciting opportunity to join a growing team and to learn all about wine!

If you are interested please send your CV and covering letter to: [hr@hnwines.co.uk](mailto:hr@hnwines.co.uk)

Closing date for applications is Friday 26<sup>th</sup> November 2021

## **CANDIDATE PRIVACY NOTICE**

As part of any recruitment process, Hallgarten collects and processes personal data relating to job applicants. The organisation is committed to being transparent about how it collects and uses that data and to meeting its obligations under the General Data Protection Regulations (GDPR).

### **What information does the organisation collect?**

The organisation collects a range of information about you. This includes:

- your name, address and contact details, including email address and telephone number;
- details of your qualifications, skills, experience and employment history;
- information about your current level of remuneration, including benefit entitlements;
- whether or not you have a disability for which the organisation needs to make reasonable adjustments during the recruitment process;
- information about your entitlement to work in the UK

The organisation collects this information in a variety of ways. For example, data might be contained in application forms, CVs or resumes, supplied by a recruitment agent, obtained from your passport or other identity documents, or collected through interviews or other forms of assessment, including online tests.

The organisation will also request personal data about you from third parties, such as references supplied by former employers but this will only be done once a job offer to you has been made and you will be informed beforehand.

Data will be stored in a range of different places, including on your application record, in HR management systems and on other IT systems (including email).

### **Why does the organisation process personal data?**

The organisation needs to process data to take steps at your request (ie by applying for a position) prior to entering into a contract with you. It also needs to process your data to enter into a contract with you.

In some cases, the organisation needs to process data to ensure that it is complying with its legal obligations. For example, it is required to check a successful applicant's eligibility to work in the UK before employment starts.

The organisation has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows the organisation to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. The organisation may also need to process data from job applicants to respond to and defend against legal claims. The recruitment process is not based on automated decision-making.

The organisation processes health information if it needs to make reasonable adjustments to the recruitment process for candidates who have a disability. This is to carry out its obligations and exercise specific rights in relation to employment.

If your application is unsuccessful, the organisation may keep your personal data on file in case there are future employment opportunities for which you may be suited. The organisation will ask for your consent before it keeps your data for this purpose and you are free to withdraw your consent at any time.

### **Who has access to data?**

Your information will be shared internally for the purposes of the recruitment exercise. This includes the HR Manager, interviewers involved in the recruitment process, managers in the business area with a vacancy and IT staff if access to the data is necessary for the performance of their roles.

The organisation will not share your data with third parties, unless your application for employment is successful and it makes you an offer of employment. The organisation may then share your data with former employers to obtain references for you. The organisation will not transfer your data outside the European Economic Area.

### **How does the organisation protect data?**

The organisation takes the security of your data seriously. It has internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by our employees who have a business need to access.

### **For how long does the organisation keep data?**

If your application for employment is unsuccessful, the organisation will hold your data on file for 3 months after the end of the relevant recruitment process. If you agree to allow the organisation to keep your personal data on file, the organisation will hold your data on file for a further 6 months for consideration for future employment opportunities. At the end of that period [or should you withdraw your consent], your data is deleted or destroyed.

If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and you will be provided with a new privacy notice.

### **Your rights**

As a data subject, you have a number of rights. You can:

- access and obtain a copy of your data on request;
- require the organisation to change incorrect or incomplete data;
- require the organisation to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing;
- object to the processing of your data where the organisation is relying on its legitimate interests as the legal ground for processing; and
- ask the organisation to stop processing data for a period if data is inaccurate or there is a dispute about whether or not your interests override the organisation's legitimate grounds for processing data.

If you would like to exercise any of these rights, please contact the HR Manager.

If you believe that the organisation has not complied with your data protection rights, you can complain to the Information Commissioner.

### **What if you do not provide personal data?**

If you fail to provide information which is necessary for us to consider your application, we will not be able to process your application.

### **Right to withdraw consent**

When you applied for a position with the organisation you provided consent to us processing your personal data for the purposes of the recruitment exercise. You have the right to withdraw your consent for processing at any time.