



NYETIMBER

PRODUCT OF ENGLAND

BRAND MANAGER - SPIRITS

LOCATION: Nyetimber Group London office (flexibility will be required to travel as needed)

REPORTS TO: Group Head of Brand

RESPONSIBLE FOR: No direct reports

COMMUNICATORS: Position works with CEO, Whiskymaker, all aspects of Marketing & PR, Sales team, and The Lakes Distillery and Brand Home teams, as well as with agency personnel as well as various vendor and provider representatives.

MAIN PURPOSE: This role will work closely with the Group Head of Brand and operate as an integral function within the wider Marketing department across Brand, Digital, Creative, Procurement, Partnerships, Events & Activations and Trade Marketing. They will manage daily departmental tasks, oversee requirements and play a crucial role in larger projects and strategic initiatives, including campaign management and ensuring brand messaging, aesthetic and values are upheld across all Marketing channels.

SCOPE: The scope of the role involves developing and executing brand strategies that enhance market presence, drive consumer engagement, and support business growth. This role involves managing multi-channel marketing campaigns, leading on the development of impactful and relevant brand assets and content, and working closely with marketing colleagues to support the delivery of consistent brand messaging across marketing channels. By leveraging consumer insights and collaborating with internal teams and external partners, the Brand Manager will uphold the brand's luxury positioning and expand influence in UK markets and internationally.

VALUES & MOTIVATORS:

PIONEER

Nyetimber is the pioneer of English Sparkling Wine and more. To be a pioneer means 'to not follow' and this spirit is central to how we all think and operate when setting out plans and direction for the brand.

EXCEPTIONAL

Exceptional goes beyond wine making, it extends to every touch point of the brand. At every possible opportunity Nyetimber should differentiate itself with faultless and high-quality execution and service.

JOIE DE VIVRE

A feeling of joy, happiness, and sophisticated love of life that will give us an emotional connection to our customers around the world.

RESPONSIBILITIES:

- Work with Group Head of Brand on strategy, planning, development, and delivery of campaigns, launches, key moments and always-on strategy throughout the year. Collaborate with Group Head of Brand to define short- and long-term brand objectives, KPIs, and growth targets.
- Manage the Marketing calendar, ensuring all Marketing divisions are aligned and that long-term Marketing strategies are accomplished.
- Support the Senior Graphic Designer to ensure all digital and print content is produced and delivered in-line with creative proposals, department needs and channel requirements, adhering closely to deadlines and brand guidelines. This may include supporting on select production/shoots.
- Work with the Procurement team for POS, collateral, and packaging requirements. Closely monitor end-to-end production process to ensure requirements are met and delivered. This may also include projects at The Lakes Distillery Brand Home.
- Oversee content production: Collaborate with creative teams to produce compelling visual assets, messaging and other branded content.

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- Work with Copywriter to develop compelling brand copy and consistent storytelling across all brand touchpoints.
- Agency management: Manage various design and creative agencies as required.
- Manage the budget tracker and raise PAF's when required for Finance team.
- Support Group Head of Brand on market research, and share insights, recommendations and strategic direction with leadership
- Support Head of Sales International on international activities and brand requirements (e.g. Cresta partnership, POSM catalogue).
- Internal Comms: Lead and manage the internal company newsletter on a quarterly basis.
- Brand Guardian: Responsible for looking after the brand guidelines, working with Group Head of Brand to evolve these where relevant and ensuring all teams can access and engage with key brand materials. Support with key brand document requirements and updates (company presentation, templates, toolkits, brand folder etc.)
- Brand Admin: Ensure departmental systems and files are kept organised and up-to-date, Ensure image libraries on system are kept updated and image rights renewed when needed.
- Ad hoc special projects brand involvement and support where required across the wider Nyetimber Group.

KEY COMPETENCIES

- Extensive brand management experience, preferably within luxury spirits or premium drinks is highly desirable.
- Luxury Brand Sensibility: Experience working within luxury consumer brands and a deep understanding of luxury consumers, products and aesthetic.
- A proven track record of successful brand-building, campaign management, and strategic planning.
- Strong analytical skills combined with a strategic mindset to support insight-led decision making to shape brand growth.
- Strong understanding of luxury brand positioning and consumer psychology
- Exceptional project management skills with the ability to multitask and meet deadlines in a fast-paced environment.
- Excellent communication, presentation, and interpersonal skills.
- **Passion for Spirits:** Enthusiasm for the spirits industry, with a genuine interest in product knowledge and industry trends.