



NYETIMBER

PRODUCT OF ENGLAND

GROUP HEAD OF OFF-TRADE SALES UK

LOCATION: Nyetimber Group London Office. Requires flexibility to travel as needed.

REPORTS TO: The Group Sales Director, or anyone else who the company assigns.

RESPONSIBLE FOR: Key Account Manager - Independent Retail and Key Account Manager - Merchants

COMMUNICATORS: This position works with The Nyetimber Group CEO, Managing Director, Head Winemaker, Winemaker, Marketing, Finance and UK Sales team and The Lakes CEO, The Lakes Whiskey Maker, Chilgrove General Manager, agency personnel as well as various vendor and provider representatives.

MAIN PURPOSE: The Group Head of Off-Trade Sales UK will work closely with the Group Sales Director to manage existing wine and spirits national accounts, luxury accounts and independent off-trade retail customers, acquire new retail customers and identify new business opportunities.

SCOPE: The role will be accountable for all aspects of this strategically important channel, including volume, value & margin improvement; forecasting & phasing; core marketing and brand activation (including in-store merchandising, training, visibility, online, etc.) and overall account management (including joint-business planning process).

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: Off-Trade:

- Work with the Group Sales Director on the strategic development and management of sales, and luxury brand positioning, of The Nyetimber Group's range, across off-trade.
- Continuously monitor/analyse the results of key accounts and look for new opportunities.
- Oversee all the off-trade account plans to ensure target volume, value and profit growth is achieved, year on year in our core national retail wine and spirits customers – including Waitrose, Majestic, M&S and Ocado, and amongst new and existing Independent Retail businesses, including key wine broker customers and online retailers to develop and grow Nyetimber's sales plan and strategies.
- Ensure agreed volume, value and profit growth year on year as well as maintaining The Nyetimber Group halo status in our luxury retail customers – F&M, Harrods, Hedonism, Harvey Nichols, Selfridges.

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- Oversee the daily operations of the off-trade sales team, ensuring effective sales processes and systems to track performance.
- Personally manage important core national retail customers including Waitrose, Majestic Wine, Sainsbury's and Ocado.
- Support the National Retail Account Managers on the Joint Business Planning (JBP) process, involving high-level commercial negotiation, price negotiation and allocation management (incl. commercial negotiation, pricing, etc.).
- Sales forecasting (including monthly phasing & supply chain management).

Marketing:

- Work with the Trade Marketing team to create the annual Marketing plan with customers & Nyetimber Marketing team.
- This will include in-store merchandising and visibility and creating in and out of store training programs and implementing key seasonal platforms/programs.
- Support our partners Online / Digital presence & visibility.

Management & Reporting

- Manage direct reports and be responsible for their continued development.
- Foster a collaborative and results-orientated team culture.
- Weekly reporting & meeting with Sales Director.
- Analyse market trends, customer needs and the competitive landscape to identify opportunities. Provide a monthly report of key insights to be shared with Senior Management, to influence the approach to off-trade accounts and to demonstrate Nyetimber's authority in leading the category.
- Nielsen data reporting

Brand Champion

- Develops effective relationships that add value to internal and external customers.
- Acts as a brand champion in all interactions with customers ensuring relationships are built on mutual trust.

General

- Undertake such other duties commensurate with the responsibilities of the role and any other reasonable management request.

QUALIFICATIONS & EXPERIENCE:

- Previous experience in a national retail customers; Waitrose and Majestic Wine in particular is desirable.
- Account Management and sales experience within the premium drinks industry, particularly in the wine trade and luxury spirits.
- Ability to build strong relationships with excellent communication skills.
- Ability to work autonomously and highly self-motivated.
- Excellent organisational skills with the ability to work under pressure and meet targets.
- Commercial and luxury brand focus.
- Wine related qualification – WSET Diploma or similar is desirable.

To apply for this role, please email our HR team [here](#)