



NYETIMBER

PRODUCT OF ENGLAND

KEY ACCOUNT MANAGER – LUXURY, MERCHANTS & WHISKY SPECIALISTS

LOCATION: Nyetimber Group London Office

REPORTS TO: Head of Off Trade Sales UK

RESPONSIBLE FOR: No direct reports

COMMUNICATORS: Position works with Sales team members, Brand Ambassadors, Winemakers, Trade Marketing, Sales Logistics and Brand.

MAIN PURPOSE: The Key Account Manager is responsible for driving sales growth, brand presence, and distribution across luxury retailers, whisky specialists, and fine wine merchants in the UK.

Given the importance of specialist whisky retailers within the account base, the successful candidate will possess strong knowledge of the premium and collectible whisky category. The role requires the ability to engage credibly with whisky specialists, collectors and expert retail teams, acting as a knowledgeable key account manager for The Lakes Distillery portfolio.

SCOPE: The role manages a portfolio of key luxury retail and specialist merchant accounts, including Master of Malt, Hedonism, The Whisky Shop, and Berry Bros & Rudd. Responsibilities include increasing sales performance, brand activation and long-term account development across the customer base. The position also involves building strong relationships with buyers, merchandisers, marketing teams, store managers, and wines and spirits advisors within customers to ensure the brands are effectively promoted and represented in line with the group's luxury positioning.

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: **Account Management & Commercial Growth**

- Build and maintain strong commercial relationships with buyers and decision makers across luxury retailers, whisky specialists and fine wine merchants.
- Deliver year-on-year growth in volume and value across assigned accounts in line with budget and KPI targets.
- Identify and secure new listings for both Nyetimber and The Lakes portfolios across specialist retailers and merchant partners.
- Negotiate commercial agreements, trading terms and promotional activity with customers throughout the year.
- Lead the Joint Business Planning (JBP) process with key customers under the strategic direction of the Head of Sales Off Trade.

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Portfolio Development

- Develop the Nyetimber portfolio across luxury and merchant channels with a particular focus on flagship cuvées including Blanc de Blancs and 1086.
- Expand The Lakes Distillery distribution across whisky specialist retailers and premium spirits merchants.
- Secure new listings across gin, vodka and whisky portfolios within the specialist retail sector.
- Protect and grow existing business within key luxury retailers.

Brand Activation & Marketing

- Collaborate closely with Trade Marketing and Brand teams to create impactful retail activations aligned with the brands' premium positioning
- Plan and execute customer activations including tastings, store events, digital promotions and seasonal campaigns.
- Deliver flagship activations with key customers
- Ensure strong brand visibility, merchandising standards and product presentation across retail environments.

Customer Engagement & Brand Advocacy

- Act as a category expert for The Lakes Distillery within the UK Off Trade
- Confident presenting whisky to knowledgeable trade audiences and delivering trainings, tastings and masterclasses
- Build strong relationships with spirits advisors, store teams and merchant sales staff to drive product knowledge and advocacy.
- Represent Nyetimber and The Lakes at customer events, industry tastings and key brand activations.

Strategic Development

- Develop and deliver a strategic plan for the UK specialist retail and merchant channel.
- Identify opportunities to strengthen the brands' position within the luxury drinks sector.
- Conduct competitor analysis and market insight to inform commercial strategy.
- Maintain strong cross-functional collaboration with marketing, logistics and production teams to support customer requirements and orders.

Reporting & Internal Collaboration

- Conduct regular one-to-one meetings with the Head of Sales Off Trade to review performance and strategic initiatives.
- Provide monthly sales reports including performance against budget and pipeline opportunities.

QUALIFICATIONS & EXPERIENCE:

- Proven experience managing key accounts within luxury retail, specialist drinks retail or fine wine merchants.
- Expertise working specifically with premium whisky brands and specialist spirits retailers is highly desirable.
- Strong understanding of the premium wine and spirits category, particularly within the luxury and specialist retail channels.
- Demonstrated success in developing premium brands and delivering commercial growth within high-end retail environments.
- Strong network within the UK specialist drinks trade is highly desirable.
- Self-motivated with the ability to work independently and take ownership of commercial objectives.
- Excellent communication and relationship-building skills, with the ability to influence internal and external stakeholders.
- Highly organised with the ability to manage multiple projects and accounts simultaneously.
- Strong presentation and reporting skills, with proficiency in Excel and PowerPoint.
- WSET Spirits qualification would be advantageous.
- Willingness to travel regularly across the UK to visit customers and attend events.

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- Flexibility to attend tastings, activations and industry events outside standard working hours when required.

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