



NYETIMBER

PRODUCT OF ENGLAND

TRADE MARKETING ASSISTANT

LOCATION: Nyetimber London Office (requires flexibility to travel to activation sites as needed).

REPORTS TO: Group Head of Trade Marketing

RESPONSIBLE FOR: N/A

COMMUNICATORS: This position works with members of the Marketing, Sales and Finance departments, customers and suppliers.

MAIN PURPOSE: The Trade Marketing Assistant will report directly to the Group Head of Trade Marketing to support the team's day-to-day admin, the rollout of customer activations and Trade events programme, both in the UK and international markets.

SCOPE: As a Trade Marketing Assistant, you will support a wide range of administrative and operational tasks, from collating assets and toolkits to preparing presentations and reports. Your role will also involve coordinating POS materials for our installations and supporting the planning and organisation of trade fairs, including managing online profiles, form submissions, and stock requirements with our Sales Support team. This role is ideal for an entry-level candidate with a strong interest in the luxury wine and spirits category, excellent organisational skills, and the ambition to grow within the customer marketing function across the On-Trade and Off-Trade channels, as well as Global Travel Retail.

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:

Core Responsibilities

- Manage relevant external-facing toolkits such as content folders for customer campaigns or imagery/info for customer websites.
- Coordinate activations-related POS queries: to and from our warehouse, London office, with third party suppliers, keeping track of our catalogue and bespoke inventory.
- Assist with the setup and derig of our installations on customer and Trade event sites.
- Manage the Sales team menu requests, having gathered relevant information from customers (wine listings, pricing, logos, etc), keeping track of print costs.
- Review and feedback menus produced by customers to ensure correct spelling of our wine names and consistent brand representation.

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- Keep the Trade Activations tracker updated and share regularly with relevant members of the marketing team (Social, Design, etc.)
- Submit invoices, liaising with our Finance team for queries and tracking spend.
- Enhance customer presentations produced by the Sales team by ensuring they are fully in line with our Brand Guidelines and are aesthetically on point.
- Occasionally present to consumers for in-store tastings once brand-trained (for example: at Waitrose pop-up).
- Manage all the admin of our International Trade Fairs (such as Wine Paris, ProWein Düsseldorf, TFWA, Whisky Live Paris) by entering our brand and product information in systems, submitting forms on time, coordinating deliveries from third party such as glassware or ice, and stock and POS with our Sales Support team and local distributors.
- Set up and attend local Trade Fairs (such as Wine GB, Welcome To Whisky, The Whisky Event, The Whisky Show).
- Assist in the preparation of reports for activations and Trade Fairs, yearly roundup.
- Create crib-sheets covering all the information necessary for an activation where third-party staff might be involved (such as Travel Retail pop-ups).
- Conduct regular competitor research, capturing relevant photos and reporting on activations seen in market.

QUALIFICATIONS & EXPERIENCE:

Essential

- Excellent organisational skills.
- Outstanding attention to detail and time management.
- Impeccable communication skills, both written and verbal, ensuring clear and concise correspondence with internal and external stakeholders.
- Proficiency in Microsoft Office, especially PowerPoint and Excel.
- Ability to manage multiple projects in a fast paced, deadline driven environment.
- Commitment to continuous learning, with an eagerness to undertake product and brand training.
- Willingness to represent our brands at customer events.
- A desire to work in the luxury drinks industry.

Desirable

- Previous experience in trade marketing, events, or customer-related position.
- Interest in wine and spirits, WSET Level 1 or 2.
- Experience working with a luxury brand.
- Degree educated with marketing/business qualifications.

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