



NYETIMBER

PRODUCT OF ENGLAND

GROUP HEAD OF SALES – GLOBAL TRAVEL RETAIL

LOCATION: London (with regular International Travel)

REPORTS TO: Group Sales Director

RESPONSIBLE FOR: n/a

COMMUNICATORS: Group CEO, Group Head of Sales– Asia and Middle East, Group Head of Sales – Europe, Group Finance Director, Head Winemaker, UK Sales Team and Group Marketing Heads of Department.

MAIN PURPOSE: This role will be responsible for the overall international sales strategy within Global Travel Retail. This role has ownership and accountability for building and establishing new business development strategies within Global Travel Retail for both Nyetimber and The Lakes Distillery.

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:

- Develop and be responsible for the sales strategy in International Global Travel Retail
- Develop and implement strategic vision for long term sales and distribution plans, in conjunction with the Group CEO and Group Sales Director.
- Create and deliver on volume targets.
- Maximise overall sales performance, while ensuring the protection of the brand integrity and pricing structures (e.g. increasing presence in premium on trade rather than pure volume).
- Set targets of prestigious On and Off trade listings in conjunction with key stakeholders and distributors.
- Work integrally with the Group CEO and Group Sales Director on initiating and implementing new business development strategies.
- Develop and verify the value of all new business development opportunities, ensuring efficient and effective use of current resources, justifying additional resources where appropriate.
- Ensure close collaboration with Marketing to bring the Nyetimber Group brands to life in the Global Travel Retail
- Effectively manage the Global Travel Retail sales overhead budget and ensure appropriate controls on expenditure within the Europe Sales function.

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- Provide wider commercial insight to the internal business to contribute to the over-arching company strategy.
- Regular review of competitor's activities and international progress within Europe markets, reporting internally and reviewing and recommending international sales strategy where appropriate.
- Responsible for developing the Travel Retail strategies worldwide.

**SKILLS AND
EXPERIENCE:**

- Proven track record of developing and successfully executing sales strategies Global Travel Retail.
- Senior sales management experience within the luxury alcoholic beverage industry responsible for establishing an international distribution platform.
- Experience of working successful with key Global Travel Retail partners including both Avolta and Heinemann.
- Specific experience in champagne and sparkling wine and a working knowledge of this type of wine production or drinks/wine industry experience.
- Excellent commercial and luxury brand focus.
- Demonstrated success in creating brand awareness and delivering key brand messages.
- Proven track record in sales execution and new business development within Global Travel Retail.
- Excellent communication skills; both verbal and written. Comfortable with public speaking (formally and informally).
- Strong negotiation skills with the ability to influence at all levels.
- Strong financial acumen with experience of cost analysis.
- Ability to work under pressure and meet deadlines in a timely manner.
- Network of high-quality international trade connections specific to countries of responsibility.
- Any additional language skills preferable.
- Experience of working to a strategic plan with flexibility to respond to opportunities.
- Experience in spirits also advantageous.
- Wine and/or spirits related qualification is desirable.

To apply for this role, please send an email to recruitment [here](#).