



NYETIMBER

PRODUCT OF ENGLAND

HEAD OF LONDON ON TRADE

LOCATION: Nyetimber Group London Office

REPORTS TO: Group Sales Director or anyone else that the company assigns.

RESPONSIBLE FOR: Senior New Business Manager, London Account Manager, Prestige Account Manager, London Account Executive and Business Development Executive.

COMMUNICATORS: Position works with team members, line managers and Head of Departments,

MAIN PURPOSE: The Head of London on Trade will be responsible for growing sales with our existing London on-trade Accounts as well as identifying and winning new business opportunities. In addition, they will develop and work closely with the Group Sales Director to develop a London Sales on-trade strategy. This role will be accountable for all aspects of this strategically important channel, including volume, value & margin improvement; category development, annual planning/management and brand activation.

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 Category & Team Management:**

- Personally manage Nyetimber's key flagship on-trade accounts across London, ensuring exceptional brand representation and performance.
- Develop and execute strategic plans to strengthen Nyetimber's luxury positioning and drive sales growth within the London market.
- Lead, manage, and coach a team of five direct reports, supporting their ongoing professional development and performance.
- Collaborate with the events and trade marketing teams to design and deliver annual activation programs in strategically important London accounts.
- Ensure optimal listing status, pricing, and premium menu visibility across key London venues.
- Build strong relationships with distributor partners, working closely with their teams to motivate, educate, and drive sales performance.
- Oversee London budgets and take accountability for achieving commercial, channel, team, and brand style targets.
- Provide regular performance updates and strategic insights to the Group Sales Director, highlighting key achievements and initiatives.
- Support wider Sales and Marketing teams through events, activations, and training initiatives.

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- Host and manage customer visits to the vineyard, delivering a premium and memorable brand experience.
- Complete all required training programs to maintain product knowledge and professional standards.
- Undertake additional duties as required, in line with the scope and seniority of the role.

QUALIFICATIONS:

- Extensive experience in a senior sales or commercial role within the wine & spirits industry, with a strong track record in premium or luxury portfolios.
- Deep knowledge of and established network within the London on trade, particularly across high-end and flagship accounts.
- Proven ability to lead, manage, and develop high-performing sales teams, with a clear track record of driving performance and accountability.
- Strong commercial acumen, including budget ownership and delivery against revenue targets.
- Experience managing strategic key accounts, with strength in negotiation and long-term partnership development.
- Ability to define and execute market-level commercial strategies aligned to brand and business objectives.
- Credible and confident communicator, able to influence senior stakeholders and distributor partners.
- Experience working cross-functionally with marketing, events, and brand teams to deliver impactful activations.
- Strong understanding of the luxury hospitality landscape and premium customer experience.
- Highly organised and adaptable, with the ability to operate effectively in a fast-paced, performance-driven environment.