



NYETIMBER

PRODUCT OF ENGLAND

TRADE MARKETING MANAGER

LOCATION: St James's Park – London (but requires flexibility to travel as needed)

REPORTS TO: Group Head of Trade Marketing

RESPONSIBLE FOR: No direct reports

COMMUNICATORS: CEO, Managing Director, Marketing Team, Sales Team, Digital Team, distributors, accounts and suppliers.

MAIN PURPOSE: This role will focus on promoting the wine and spirits portfolio of The Nyetimber Group, maximising brand potential by implementing trade marketing initiatives that are in line with the defined brand strategy and guidelines. You will be responsible for the execution of On-Trade and Off-Trade activations for the UK and International projects, delivering brand awareness, driving traffic and increasing conversion across Nyetimber's On Trade, Off Trade and Global Travel Retail (GTR) channels.

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:

- Implement and provide insights into the Trade Marketing strategy and execute campaigns for On-Trade, Off-Trade and Global Travel Retail channels. These include luxury hotels such as The Savoy or Cliveden House, contracted group accounts such as Caprice Holdings or The Doyle Collection, luxury retailers such as Harrods or Fortnum & Mason, independent and online wine merchants such as Berry Brothers & Rudd or The Wine Society, GTR accounts such as Avolta, Lagardere, Heinemann, drinks distributors and their salesforces.
- Project-manage and execute Spirits activations with cross-functional teams and third parties to deliver impactful 360 plans on time and on budget.
- Work closely with customers to maximise our brand visibility across their physical and digital spaces.
- Brief the Design team for any collateral (menus, ads, posters) and digital features (banners, social posts, videos).
- Ensure day-to-day communication with the sales team, supporting with marketing tools to allow them to increase brand visibility at various account levels.
- Support the Group Head of Trade Marketing as required on international project execution.
- Write post-activity reports to measure Return On Investment and capture key learnings.
- Work with key National Accounts (online and physical) such as Waitrose or Majestic to execute the annual operating plan centred around consumer activity, tactical pricing promotions, visual merchandising, education, use of insights to influence trade behaviour.
- Support brand activation pitches in line with commercial priorities to win tenders.
- Monitor and report competitor activity and pricing across UK and international.

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- Provide recommendations derived from data and market example for the On Trade, Retail and GTR environment.
- Organise and attend Trade and customer events (Wine GB, Whisky Live Paris, The Whisky Show, etc). Use any opportunity to capture interesting POS or creative ideas to feedback to the Brand team.
- Ensure that all administrative tasks such as POS requests, customer systems or registrations such as Brandbank are completed, and all-important documents pre and post events/activations are carried out in a timely manner.

QUALIFICATIONS & EXPERIENCE:

Key Skills:

- A demonstrated track record of executing creative trade marketing campaigns across on-trade and retail accounts.
- To be able to demonstrate understanding of the importance, and ability to map the Consumer Journey from initial brand awareness through to purchase of the product.
- An in-depth understanding of omni-channel marketing and an ability to develop strategies to generate interest in the brand, creating demand for the product in both on and off trade accounts.
- Strong analytical abilities or an understanding of the targeted customer in order to develop effective ways for Nyetimber to engage with them.
- Must be able to manage a varied workload autonomously and be highly motivated to prioritise effectively in order to meet deadlines and commercial targets under pressure.
- Strong negotiation skills to influence internal and external stakeholders at all levels to secure activation opportunities
- Excellent time management and organisational skills.
- Ability to write clear briefs and deliver confident, persuasive presentations that align teams and secure stakeholder buy-in.
- Outstanding attention to detail, to spot errors and inconsistencies in campaign materials, contracts and reports before they reach stakeholders or customers
- Ability to apply a structured, methodical approach to resolving operational issues as they arise, without escalation for routine matters.
- Expert knowledge of Microsoft Windows programmes and Adobe suite.

Experience:

- Trade marketing and activations experience – wines and/or spirits.
- Good understanding of digital marketing channels and understanding of how best to utilise these platforms.
- Good understanding of customer environments.

Desirable Qualifications:

- Strong academic background.
- WSET qualification.

To apply for this role, please send an email to recruitment here: recruitment@nyetimber.com