**ROLE PROFILE**

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| **Role Title** | | Brand Manager - Wine | **Location** | Commutable to London with occasional travel | |
| **Business Unit** | | Wine Agency Marketing | **Job Family** | Commercial Procurement | |
| **Reports to Role Title** | | Head of Wine Agency Marketing | **Sub Family** | Wine Agency Marketing | |
| **No.Direct Reports** | | 0 | **Channel** | On and Off-Trade | |
| **No.Locations** | | 3 | **Financial** | 40,000 – 44,000 | |
| **Business Unit Respons.** | |  | **Other** |  | |
| **PURPOSE** | | | | | |
| This is a fabulous opportunity to join C&C Group PLC, the UK’s largest multi-channel specialist wine distributor incorporating Matthew Clark, Bibendum, Bibendum Off-Trade, Walker and Wodehouse and Tennent’s Direct. You will work with some of the most exciting and ambitious wine brands, playing a vital role in shaping their UK business. Working as an extension to the brand owners’ teams within the Wine Agency Marketing team at C&C PLC you will be a guardian of brand identity and positioning within the UK. You will work cross-channel and across all of the group’s routes to market to fulfil the brand owner’s ambitions in line with the wider C&C group wine strategy. You will own the end-to-end delivery of the marketing strategy and will work closely with the Head of Wine Agency Marketing to measure the ongoing success of all activity. This is a diverse and exciting role that will require some oversees travel and the opportunity to immerse yourself in some of the world’s leading wine producers. | | | | | |
| **CORE ACCOUNTABILITIES** | | | | | |
| * Become an extension to the parent brand team to build a GB & if applicable IOI brand franchise. * Be a guardian of supplier brand identity, values, vision and mission in the context of the GB market and C&C strategy. * Support the everyday functions of the brand owner in the GB market. * Communicate C&C updates to suppliers. * Help in the preparation for key meetings: presentations, sales performance, data analysis. * Develop and implement the UK brand plan within the broader GB marketing strategy. * Own and manage the marketing calendar. * Collaborate with the parent brand to deliver the content strategy within the C&C organisation to drive awareness and understanding of product range and positioning. * Working with the brand and C&C’s comms teams manage the brand communication strategy internally and externally. * Take full responsibility for A&P spend and budgeting. * Work with digital and ecommerce to plan social, ecommerce and digital campaign activity. * Negotiate investment / support from supplier brands to support the promotional cycle and build competitive promotions for our customers. * Use data and insights to track the performance of your brands and isolate / identify opportunities for growth by customer segment, region, channel and route to market. * Measure marketing campaign performance to track ROI and KPI performance. * Track competitor activity across all channels. | | | | | |
| **CONTACTS/ KEY RELATIONSHIPS & NATURE OF INFLUENCE** | | | | | |
| **Internal**   * Off Trade and On Trade sales teams * Procurement (Wine Buyers) * Customer Marketing and PR teams * Digital and eCommerce teams * Insights and data teams. * Brand Marketing team including C&C Group brands team * Finance team. * Supply chain/logistics/depots     **External**   * Brand Owner (supplier) * External agencies. * Media / influencers * Customers * Generic Wine Trade bodies | | | | | |
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|  | **KNOWLEDGE/ EXPERIENCE/ SKILLS** | | | |  |
| * A passion for wine is essential. * Brand management experience either working for a brand owner or agency / distributor is essential (wine / FMCG preferred). * Strategic marketing experience (brand owner or agency) desirable. * Off-trade channel experience (multiple retail) preferably within the wine category (essential). * On-premise drinks industry experience preferably within the wine category (advantageous) * Evidence of project management skills. * Demonstratable experience of building data / insight driven campaigns. * Evidence of cross-departmental collaboration in delivering complex campaigns / projects. | | | | | |
| **PROFESSIONAL QUALIFICATIONS & EDUCATION** | | | | | |
| * Marketing qualifications (CIM / degree) desirable. * Wine industry qualifications WSET or equivalent (desirable). * French / Italian / Spanish an advantage but not essential. | | | | | |
|  | **TECHNICAL/ BEHAVIOURAL/ PERSONAL COMPETENCIES** | | | |  |
| * Highly proficient on Excel and PowerPoint * Strong communication skills. * Cool under pressure. | | | | | |

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| **Job Code** |  | **Reward Level** |  | **TW Grade** |  |
| **Salary**  **Survey Ref** |  | **Career Level** |  | **Date Created** |  |
| **Salary Min** | 40,000 | **Salary Mid** | 42,500 | **Salary Max** | 44,000 |

Back Office Use only