**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.
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| **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.
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|  **PROFESSIONAL QUALIFICATIONS & EDUCATION** |
| * Marketing qualifications (CIM / degree) desirable.
* Wine industry qualifications WSET or equivalent (desirable).
* French / Italian / Spanish an advantage but not essential.
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|  | **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