



JOB DESCRIPTION

Job Title	Brand Manager
Department	Marketing
Reporting to	Head of Brand Management

About Enotria & Coe

Founded in 1972, Enotria&Coe is a leading UK premium wine and spirits distributor, with a portfolio of over 300 exclusive wine producers and over 1,500 spirits producers.

Supplying to both on-trade and off-trade sites across the UK, the Enotria&Coe client base includes fine dining, specialist bars, hotels, events venues, specialist independent wine merchants and large multiple retailers.

Overview of role

The Brand Manager is a key role at Enotria&Coe, sitting within the Marketing team. The Brand Manager is to act as the first point of contact for brand-managed producers in the Enotria&Coe portfolio.

The Brand Manager is responsible for creating and implementing strategic go-to-market plans to develop and grow brand awareness and sales of managed suppliers.

This role involves working closely with the established Buying, Sales, and Marketing departments.

Other duties & responsibilities

The Brand Manager will be responsible for a number of core wine brands within the Enotria&Coe portfolio. For each of these brands, the Brand Manager will have the following responsibilities:

Brand Planning

- Working closely with the Buyer to build, manage and maintain the supplier relationship to achieve both the supplier' and Enotria&Coe's goals.
- Collaborating with the Buying and Sales teams to define focus products, and subsequently deliver a coherent channel strategy.
- Work with the Buyer to negotiate with brands to define the appropriate level of marketing budget from each brand.
- Create and implement an agreed annual go-to-market plan for each managed brand, ensuring that brand activations support each brand's goals and deliver return on investment.
- Produce brand-facing documents summarizing agreed channel strategy, brand positioning and launch plans (and also occasionally pitches for new agencies), within company branding guidelines, as provided by the Design team.
- Report on brand performance on a monthly and quarterly basis
- Raising invoices to reflect marketing activity organised by Enotria&Coe on behalf of key strategic brands.

- Negotiating and communicating Vendor Retro Discounts.
- Organising sample stock for marketing activity and promotions, including setting aside marketing reserves, coordinating orders and delivery of sample stock for press activity or events.
- Support Buying and Demand Planning in managing stock forecasting owing to promotional activity.

UK Market Activities

- Key liaison between the supplier and sales teams.
- Liaise with the sales teams to understand customer requirements and requests for brand input, including content, sample stock, activation support, listing fees, marketing budgets and incentive trips.
- Schedule and manage producer activities and itineraries including supplier and product launches, masterclasses, events, roadshows.

Internal Brand Communications

- Coordinating and organising internal training sessions and/or tastings with the Sales team, where relevant.
- Contributing to new product updates to the Enotria&Coe sales team through timely and concise internal communications.
- Producing internal communications within company branding guidelines.

Person Specification

	Essential	Desirable
Qualifications/ Training	<ul style="list-style-type: none"> • Educated to degree level. • Good A Levels or equivalent in both Arts and Sciences 	<ul style="list-style-type: none"> • Formal qualifications in wines and spirits, equivalent to at least WSET Level 3 • Demonstrated interest in marketing or strategic brand planning
Knowledge/ Experience	<ul style="list-style-type: none"> • Brand Management & Marketing experience within the wine industry • Strong product and category knowledge • Understanding of commercial challenges and opportunities facing wine & spirits producers 	<ul style="list-style-type: none"> • Understanding of marketing channels • Understanding of event management • Experience of managing budgets
Skills/ Abilities	<p>Behavioural</p> <ul style="list-style-type: none"> • Excellent verbal and written communication • Strong interpersonal skills • Strong team player with motivation to develop. • Highly organised • Creative thinker • Solution-driven attitude • Attention to detail. • Ability to speak and present confidently, both on the phone and in person <p>Functional</p> <ul style="list-style-type: none"> • Strong Microsoft Office skills 	<p>Functional</p> <ul style="list-style-type: none"> • Statistical analysis <p>Languages</p> <ul style="list-style-type: none"> • Language skills in Spanish and Portuguese