



JOB DESCRIPTION

Job Title	Head of Brand Management
Department	Brand Management
Reporting to:	Managing Director
Location	Park Royal, London

About Enotria & Coe

Enotria&Coe is the UK's leading wine and spirits distributor.

We pride ourselves on delivering exhilarating drinks experiences through an industry-leading supply chain and a highly trained network of dedicated account managers.

E&C is the UK's only distributor to service all channels of the drinks industry nationwide. Our expertise spans both national and regional on-trade (our traditional heartland), off-trade and direct-to-consumer channels (through specialised e-commerce retailers The Great Wine Co. and Spirits Kiosk). Our direct-to-consumer offer aligns a physical store presence, online editorial content and curated events.

Our portfolio boasts some of the leading lights of the winemaking world, and is sourced with vitality and verve, embracing provenance, history, sustainability and innovation to offer our customers the most memorable drinks experiences.

Our portfolio also features some of the most innovative and exciting brands across all major spirits categories and softs. We are at the forefront of embracing change in the hospitality and drinks industries, advising our customers on how to apply those trends to their offering, and activating high-quality products for a successful launch.

In addition to a world-class portfolio and industry-leading service, we support our customers with a full suite of value-add services including training, menu design, trends insight and bespoke promotional calendars. Our holistic approach to hospitality is reflected in Enotria&Coe's CEO Troy Christensen involvement in The Drinks Trust as Chairman from January 2021.

Enotria&Coe offers a comprehensive package, delivering unrivalled consumer and customer data which enables us to forecast superior trend information.

Overview of role

The Head of Brand Management will be a player-manager position, so will require a combination of team management and active brand management. The Head of Brand Management will oversee both wine and spirits brand management, making confident product and category knowledge imperative for a successful candidate.

Enotria&Coe's Brand Management team currently comprises three people, with a desire to expand the team to a total headcount of five (excluding the Head of Brand Management) within the first half of 2022. The Brand Management team will have a flat reporting structure, so that all members of the team are direct reports of the Head of Brand Management.

The core function of the Brand Management team is to act as the first point of contact for brand-managed producers in the Enotria&Coe portfolio in managing their brand activity in the UK market.



Internally, the Brand Management team works closely with Buyers who manage commercial aspects of supplier relationships. The Brand Management team is also an integral part of the Marketing team and liaises with the Marketing team to propose relevant brands from the Enotria&Coe portfolio to be featured in Enotria&Coe's own marketing activity.

Other duties & responsibilities

As a team manager, the Head of Brand Management will be responsible for cascading Enotria&Coe's marketing strategy to the Brand Management team. The Head of Brand Management will also be responsible for coordinating input from the Brand Management team when required by other internal stakeholders.

Team Management

- Be responsible for developing the capability and structure of the team to meet the ongoing objectives of the business
- Conduct regular team appraisals, setting individual and team objectives in line with overall department and business targets and objectives, providing support as necessary to team members in the achievement of these objectives and ensuring that development plans are instigated and progressed as required
- Allocate and manage workload appropriately and effectively across the team
- Review and track team KPI's
- Provide training for new starters and perform inductions where necessary
- Escalate any performance issues rapidly and sensitively
- Work with the HR department to recruit for new positions
- Be a role model for the Company values and challenge team members who are not

As an active brand manager, the Head of Brand Management will be assigned a number of core brands from the Enotria&Coe portfolio. For each of these brands, the Head of Brand Management will have the following responsibilities:

Brand planning

- Supporting Buying and Sales teams in defining focus products, and subsequently defining and delivering a coherent channel strategy
- Updating the brand management tracker for oversight of sample allocations and available marketing budget
- Supporting Buying in negotiating with brands to define the appropriate level of marketing budget from each brand
- Utilising each brand's marketing budget to deliver an on-brand activation plan
- Ensuring that brand activations support each brand's goals and deliver return on investment
- Collaborating with Buying to produce brand-facing documents summarising 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



- Supporting the Buying team in reporting on brand performance according to pre-determined Service Level Agreements (either in select campaigns, at Enotria&Coe events, or at the end of the financial year)
- Raising invoices to reflect marketing activity organised by Enotria&Coe on behalf of key strategic brands
- Internally 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
- Coordinating, organising and executing brand launch plans

Time in trade and travel

- Liaise with the Regional and National sales teams to understand customer pressures, requirements and requests for brand input, including content, sample stock, activation support, listing fees, marketing budgets and incentive trips
- Liaise with brands to provide administrative support for activations and incentive trips (both for Enotria&Coe staff and customers), so that these are carried out smoothly and successfully
- Organising time in trade for producers, managing producer itineraries and managing the annual producer calendar
- Monitoring external UK market trade activity relevant to allocated brands, such as trade fairs and competitions; and where relevant, managing applications for these

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

Brand data management

- Monitor press coverage (including but not limited to reviews and ratings) for wine and spirits brands, and track them in a coherent and user-friendly way
- Where relevant, liaise with key strategic brands' appointed PR agencies or in-house PR teams to coordinate press coverage and upcoming coverage opportunities around activations and marketing activity
- Proactively communicate and liaise with Digital and Retail teams within the company to cascade product information updates to e-commerce sites, such as The Great Wine Co



Person Specification

	<i>Essential</i>	<i>Desirable</i>
Qualifications/ Training	<ul style="list-style-type: none"> • Degree or equivalent qualification • Good A Levels or equivalent in both Arts and Sciences 	<ul style="list-style-type: none"> • Formal qualifications in wines and spirits • Demonstrated interest in marketing or strategic brand planning
Knowledge/ Experience	<ul style="list-style-type: none"> • Management experience • Brand management experience, can be in other sectors, e.g. FMCG • Strong product and category knowledge, equivalent to at least WSET Level 3 	<ul style="list-style-type: none"> • On-trade or hospitality experience, including front of house service • Understanding of marketing channels • Understanding of event management
Skills/ Abilities	<p>Languages</p> <ul style="list-style-type: none"> • Advanced passive and active language skills in either Spanish or French <p>Behavioural</p> <ul style="list-style-type: none"> • Excellent verbal and written communication skills • Strong interpersonal skills • Strong team player with motivation to develop • Highly organised • Able to prioritise and manage team workload • Solution-driven attitude • Excellent 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 skills