



JOB DESCRIPTION

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| Job Title | Junior Spirits Brand Manager |
| Department | Brand Management |
| Reporting to: | Managing Director, interim (Head of Brand Management) |
| Location | Park Royal, London |

Overview of role

The Junior Spirits Brand Manager supports the Marketing and Spirits Buying teams in managing relationships with key strategic brands. In particular, the Junior Spirits Brand Manager is responsible for coordinating detail linked to events and promotional activity.

The Brand Management team must maintain close relationships with brands in the Enotria&Coe portfolio, so that each brand feels that their strategic goals and priorities are listened to and reflected in their route to market. The Brand Management team must also work closely with internal stakeholders, including but not limited to the Sales, Spirits Buying and Customer Marketing teams to deliver brand support against strategic initiatives and marketing campaigns.

Other duties & responsibilities

- Support Enotria&Coe's relationships with agency spirits brands in conjunction with the Spirits Buying team to provide value for our agency relationships and reassurance around Enotria&Coe as a comprehensive route to market
- Respond in an agile way to new strategic priorities emerging for Enotria&Coe, and for the company's spirits portfolio
- Collaborate with the Spirits Buying and Customer Marketing teams to produce brand-facing documents summarising agreed channel strategy, brand positioning and launch plans, within company branding guidelines
- Produce brand-facing and internal documents under guidance of the Spirits Buying and Customer Marketing teams within company branding guidelines, as laid out by the Design team
- 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, so that these are carried out smoothly and successfully
- Monitor press coverage (including but not limited to reviews and ratings) for 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 update product information on internal data management platforms, such as Microsoft NAV, as and when received from any spirits brand
- Proactively communicate and liaise with the internal Digital and Retail teams to cascade product information updates to multiple sources, including but not limited to the company's e-commerce sites The Great Wine Co and Spirits Kiosk
- Support the Spirits Buying and Customer Marketing teams in communicating targeted brand and product updates to the Enotria&Coe sales teams through timely and concise internal communications
- Liaise with the Spirits Buying team to negotiate an allocation of sample stock to support activations, customer sampling or training
- Support the Spirits Buying and Customer Marketing teams in raising invoices to reflect marketing activity organized by Enotria&Coe on behalf of key strategic brands
- Organise spirits sample stock for marketing activity and promotions, including setting aside marketing reserves, coordinating orders and delivery of sample stock for press activity or events

Person Specification

| | <i>Essential</i> | <i>Desirable</i> |
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| Qualifications/ Training | <ul style="list-style-type: none"> • Demonstrated interest in the drinks industry • Good A Levels or equivalent | <ul style="list-style-type: none"> • WSET spirits qualification Level 3 or equivalent • Demonstrated interest in marketing or strategic brand planning • BA degree |
| Knowledge/ Experience | <ul style="list-style-type: none"> • Office experience | <ul style="list-style-type: none"> • Drinks trade experience, including front of house service |
| Skills/ Abilities | <p>Behavioural</p> <ul style="list-style-type: none"> • Communication skills • Strong interpersonal skills • Strong team player with motivation to develop • Highly organized • Solution-driven attitude • Attention to detail <p>Functional</p> <ul style="list-style-type: none"> • Good PC skills (Word, Excel, PowerPoint, Outlook) • Excellent verbal and written communication | <ul style="list-style-type: none"> • Ability to speak and present confidently, both on the phone and in person |