



JOB DESCRIPTION

Job: Marketing Executive
Department: Marketing
Reporting to: Head of Marketing
Location: Park Royal, London and Hybrid

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 Marketing Executive is a key role at Enotria&Coe, sitting within the Marketing team. The Marketing Executive is responsible for Enotria&Coe's digital and customer marketing, including Social Media, customer newsletters, tender decks, blogs and Social Media.

This role also provides support to various teams within the Marketing department and involves working closely with the established Sales, Buying, Digital and People departments.

Duties & responsibilities

Customer Marketing

- Creating tailored sales collateral, such as responses to account tenders, tasting booklets, promotional materials and account management reviews.
- Owning Enotria&Coe's monthly customer newsletter:
 - Working with the Head of Marketing, Brand Management, Design, Digital and Events teams to plan and write content for the monthly newsletter, which is sent out to our customer database, in-line with the agreed company marketing strategy.
 - Analyse performance of newsletter campaigns to drive further improvement.
- Coordinating with teams to create customer-facing collateral, such as Wine Trends, Vintage and Sustainability reports.

Digital Marketing

- Owning Enotria&Coe's social media marketing presence by:
 - Creating a Social Media strategy and calendar for 2024, which is in-line with the wider annual Marketing strategy.
 - Collaborating with the Design, Sales, Brand Management and Buying teams to create engaging, relevant and accurate content and ensuring all imagery is up to date.
 - Posting content and responding to comments and/or queries.
- Creating and writing insightful, commercially interesting content for blogs on our customer-facing website.
- Reviewing and approving producer information in our Product Information Management system to ensure consistency in tone of voice and content. This includes details about viticultural practices, vinification, history and winemaker bios.



- Analysing performance of Enotria&Coe's digital marketing content to drive further improvement.
- Keeping abreast of developments and innovation in digital marketing and content and UK drinks trends.

Internal Communications

- Project-lead the production of the monthly internal bulletin, which is shared with all employees at Enotria&Coe. This includes liaising with various teams across the business to plan and write content.
- Supporting the People team to provide internal communications in-line with Enotria&Coe's vision and values.

Marketing Support

A key part of the Marketing Executive role is to provide support to the various teams within the marketing department as and when required, including but not limited to:

Supporting the Head of Marketing by:

- Press and media relationships, including sending product samples.
- Organising presentation of agreed promotional and marketing programmes for internal communications and customer-facing documents.
- Conducting research on an ad hoc basis.
- Coordinating competition entries, including administration and product samples,

Supporting the Design team by:

- Liaising with the in-house Design team to incorporate content into professionally designed collateral.
- Supporting the Design team in creating drinks menus for Enotria&Coe's trade customers.
- Coordinating product samples for photography.
- Supporting photo and video shoots at Enotria&Coe's headquarters and in the field.

Supporting the Training team by:

- Conducting necessary administration for WSET training courses and examinations.
- Ordering product samples.
- Managing training bookings from the sales team and avoiding diary clashes with existing training commitments.
- Organising presentation of agreed proprietary training materials according to Enotria&Coe brand guidelines.

Supporting the Events team by:

- Researching and visiting potential event venues.
- Coordinating required event collateral, such as glassware rental, spittoons, tablecloths, signage, booklets etc.
- Ordering product samples and liaising with the venue to ensure smooth delivery.
- Helping with pre- and post-event set-up and pack-down.

Supporting the Brand Management team by:

- Ordering product samples.



- Organising trip itineraries for Enotria&Coe staff and customers to visit producers represented in our portfolio, including flight bookings, creating itineraries and sharing relevant information with trip attendees.

Person Specification

	Essential	Desirable
Qualifications/ Training	<ul style="list-style-type: none"> • Educated to degree level • Demonstrated interest in Marketing 	<ul style="list-style-type: none"> • WSET Level 2 wines
Knowledge/ Experience	<ul style="list-style-type: none"> • Understanding of commercial challenges and opportunities facing wine & spirits retailers and hospitality • Juggling multiple deadlines and ongoing projects 	<ul style="list-style-type: none"> • Modern foreign language (e.g. French, Spanish, Italian, German) • Drinks/wine trade experience, including front of house service
Skills/ Abilities	<p>Behavioural</p> <ul style="list-style-type: none"> • Self-motivated – takes initiative to deliver and do so ahead of deadlines • 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