

Brand Ambassador Charles Heidsieck Champagne – UK & Ireland

We are looking for an experienced, commercially astute Brand Ambassador to represent Charles Heidsieck in the UK and Ireland, and develop the commercial presence and awareness of this leading champagne house.

The Drinks Business Drinks Company of the Year 2019, Liberty Wines is one of the UK's most dynamic and fastest growing wine companies. This growth has been driven by the quality of our wines, our service and our people. Investors in People accredited, we are known in the industry for looking after our staff as well as we do our customers and offer excellent opportunities for training and development alongside a great working environment.

This role will be “the face” of Charles Heidsieck in the UK and Ireland, and is perfect for an individual with a tenacious and thorough approach and a good understanding of the UK and Ireland wine trades.

Role (key tasks):

- **Strategy**
 - Develop commercial plans for on-premise and premium off-premise channels in accordance with brand, sales and financial targets and in line with global strategies.
 - Work with the Senior Brand Manager to set objectives with Liberty Wines' sales teams, jointly developing customer strategies for channels and key accounts
- **Sales**
 - Identify and create new business partnerships and strengthen existing ones
 - Develop sales tools to support Liberty Wines' sales team in achieving targets and generating prospect leads.
 - Produce commercial proposals to win large champagne tenders
 - Organise and execute staff training and tastings
- **Events**
 - Develop brand awareness, visibility and loyalty in the trade with indoor and outdoor activations (merchandising, window displays, service ritual, store front...)
 - Organise events (tastings, champagne dinners)
- **Reporting:**
 - Produce monthly sales and business activity report (internal and external) providing feedback regarding competitive overview and market trends.
 - Support the Senior Brand Manager to create the quarterly business review
 - Use this commercial insight to direct sales accordingly, setting priorities in line with Liberty Wines' business objectives.

**Key requirements
(qualification, skills
and experience):**

- Strong interpersonal and communication skills
- Highly organised and able to prioritise effectively
- Wine enthusiast with an in-depth knowledge of the Champagne region, products and processes
- Previous experience of a premium wine or spirit ambassador role in a fast-paced sales environment is an advantage
- French language skills desirable
- Good IT skills with advanced proficiency in Excel and PowerPoint

Salary and Benefits:

Salary is dependent on experience with the following:

- Personal bonus of up to 5% of salary based on performance against key objectives
- Participation in discretionary Company bonus
- Health insurance
- 25 days' holiday
- Stakeholder pension scheme
- Travel insurance
- Discounted wine

Please apply with covering letter, CV and salary expectations to:

BrandManagement.Jobs@libertywines.co.uk

www.libertywines.co.uk