

## Estate Ambassador Sogrape Vinhos Iberia Estates – UK & Ireland

We are looking for an experienced, commercially astute Estate Ambassador to represent key Sogrape Vinhos estates in the UK and Ireland markets, and to develop their distribution, grow volumes, value and awareness.

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.

Working with the brand management, sales and events teams, as well as trade customers, consumers, journalists and Sogrape Vinhos, this role 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):

- **Sales**
  - Identify and create new business partnerships and strengthen existing ones
  - Support Liberty Wines sales teams in the UK and Ireland to win business and achieve targets
  - Prospect to generate leads - work with Liberty Wines sales teams to win new business
  - Develop relevant sales tools to help drive business, support sales and support customers
- **Events**
  - Develop brand awareness, visibility and loyalty in the trade with activation at customers (merchandising, window displays, service ritual, store front...) with support of the brand manager
  - Organise and execute staff trainings and tastings, and customer events
  - Work with customers to organise consumer facing events (tastings, wine dinners, staff training and education)
  - Organise and host appropriate customer and press trips to Portugal – support and guide Sogrape Portugal team to build bespoke visits programme
- **Reporting:**
  - Produce monthly activity, sampling, new business and business activity reports (internally and externally), providing feedback regarding competitive overview and market trends
  - Support the Brand Manager to create the annual brand plans

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

- Commercial awareness, with the ability to act on insights that will positively impact sales
- Ability to communicate clearly, concisely and effectively via email and in person
- Industry knowledge and understanding of routes to market, and on-trade and off-trade, commercial understanding of the UK wine business
- WSET qualified (preferably Level 3 or above)
- Experience in supplier management, working professionally with people of different cultures
- Good IT knowledge including Outlook, PowerPoint and Excel (pivot tables/look ups)
- Ability to manage sensitive situations and different personality types as well as exercise diplomacy
- Strong interpersonal skills
- Confident public speaking/presentation skills
- Experience in a fast-paced sales environment
- Highly organised with prioritisation skills
- Wine enthusiast with an in-depth knowledge of Port
- Previous experience of a premium wine or spirit ambassador role
- Languages beneficial – written and spoken

## 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](mailto:BrandManagement.Jobs@libertywines.co.uk)

[www.libertywines.co.uk](http://www.libertywines.co.uk)



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