

Job Title	Trade Marketing Manager (Maternity Contract/Freelance)	
Job Holder's Name	TBC	
Job Purpose	This role is responsible for driving our strategic objective of sales growth through building, activating and delivering successful trade marketing plans across our customer channels including key international markets. Success is not only in sales but in the delivery and cut through of our brand ethos to our trade customers across channels be it in pub/restaurant, store or online, in the most creative, effective and cost-conscious way.	
	Putting our customer and shopper needs at the forefront of planning and decision making, you will act as the "glue" between your sales & marketing colleagues, ensuring that our team has the support, data, and assets they require to deliver success.	
	This role is a fixed term maternity contract with a very important objective in helping us help the world drink better while doing our best for the planet!	
Key Relationships	Commercial Function (Marketing and Sales teams)	
	Operations & Distilling Team	
	Conservation & Sustainability Manager	
	Sazerac UK Sales & Marketing Team	
Reports to	Marketing lead	

#### **Key Performance Indicators**

- Overall brand and business performance achieving the total business plan and goals.
- Key category metric's Market Share, Vol, Val, ROS, Distribution
- Achieving all portfolio targets
   – meeting and executing business plans across the key commercial channels

### **Key Accountabilities and Responsibilities**

- Trade marketing leadership
  - Develop, implement and track performance against the trade marketing plan and budget across our customers in line with the overall commercial plan, taking ownership of the weekly sales & marketing process and cross functional planning to ensure focus remains in key customers.
  - Confidently pitch Warner's and our unique proposition and portfolio of products through a clear narrative that engages and inspires using data (Nielsen, CGA etc.) to build category rationale and actionable insights that deliver a clear solution sell for our customers.
  - Represent the shopper within Warner's and create and maintain best in class sales tools that deliver a clear and all-encompassing story for their profile, ensuring that the sales team are fully equipped to use these tools to the best of their ability.
  - End-to-end project management of customer initiatives from insight build to developing the creative brief, to the sell-in and execution.
  - Inspire with best practice examples through ongoing research, trends, competitor monitoring and network building.
- On-trade activation work with our key customers and third-party distributors to build and
  execute activations that drive ROS and distribution success



- Growth in KPIs: menu placing, serve and education both in-site and on the farm via trade training trips which you will plan & coordinate and assist the broader team to deliver
- Support regional sales team and distributor teams to plan and execute activations in new and existing areas of opportunity
- Management and development of Warner's and Trash & Treasure serve strategy
- In store activation Develop and provide a shopper-insight driven activation toolkit for each sales channel. Using brilliant basics in visibility, work with retail customers to plan develop and execute a calendar of activations that drive ROS and trial. Develop creative solutions for on and off shelf presence for our brands through the shopper journey.
- Online activation get our Warner's products into more weekly shops by disrupting the online shopper journey. Assist with visibility tools and advertising where relevant in grocery ecomm and others using activation platforms such as Citrus and Greenjinn and with the support of marketing team develop bespoke digital activations to support retail marketing priorities.
- **Joint business planning, tenders and customer engagement** build engagement and trust with our retail partners
  - Partnerships: develop relationships with retailer, mixer and on-trade marketing teams to develop and execute impactful plans and retail activations (e.g. Warner's x Belvoir)
  - Enable us to continue to be category leaders for our customers by developing and sharing great category arguments & insights that allow us to grow the category, while strengthening our brands.
  - Support new business efforts with the development & creation of marketing collateral content and comms.

#### Trade press, events and comms

- Enable a drumbeat of communicating and relationship building with our trade customers, including the creation and distribution of quarterly internal and external newsletters and relevant news and content on Linked in.
- Lead trade events and work with marketing team to ensure our brands are activated in accordance with guidelines whilst meeting customer objectives. This also includes hosting customers at the distillery in conjunction with sales team.

### **Key Post Holder Requirements**

- Highly organised with a flexible approach to working in an entrepreneurial, fast moving, action orientated environment.
- Energetic, enthusiastic, with a can-do attitude and a passion for customer understanding you will thrive on making things happen and achieving great things.
- High attention to detail & analytical with good problem-solving ability.
- Zero ego, you are a strong team player with an innate ability to build strong and lasting relationships across the business. There are no ivory towers on the farm just hard work, muddy hands, warm hearts, and the positive can-do passion to succeed.
- Ready and willing to throw yourself outside of your comfort zone with the ability to work autonomously and define and execute projects independently.
- Excellent networker with powerful communication, influencing and presentation skills.
- Strong commercial understanding to be able to offer credible support to the commercial team with a passion for product and experience in NPD development.
- Progressive, creative and forward thinker, able to spot trends and act to ensure competitive advantage.



Demonstrable Experience	Demonstrable Knowledge
<ul> <li>3+ yrs trade marketing experience ideally within the BWS industry.</li> <li>Evidence of leading and executing trade marketing with strong business results.</li> <li>Evidence of building strong and engaged retailer partnerships.</li> <li>Evidence of experience in NPD development.</li> <li>Demonstrable experience of strong marketing judgement as well as good commercial acumen.</li> </ul>	<ul> <li>Drinks industry knowledge essential, spirits preferable.</li> <li>Understanding of retailer and shopper levers to driving performance.</li> <li>Understanding the requirements for brilliant execution.</li> </ul>

# Professional / Technical Qualifications and Work Experience Required for The Role

- A degree in Marketing, Business or similar
- A full driving licence

# Special Factors / Unusual Features of The Job

- Requires occasional weekend and evening working to support physical and virtual events
- Hybrid working between field, head office in Northamptonshire and home
- Nationally mobile