

Marketing Manager for Bolney Wine Estate

Bolney Wines Estate in Sussex is one of the pioneers of the English wine industry and has been a family business since 1972.

Across our 100+ acres, we grow a range of grape varieties and are dedicated to creating the finest still and sparkling wines in the UK. Bolney wines are sold in premium retailers and restaurants across the country and internationally. At the estate we welcome thousands of visitors a year for vineyard and winery tours, corporate events and to our on-site café, bar & restaurant.

We are looking for a proven, hands-on individual to actively drive our marketing plan and team forward. This is a pivotal position within the overall Bolney team reporting to the Managing Director and would suit an ambitious and energetic Marketing Manager.

Key Duties and Responsibilities

- Formulate and execute the marketing strategy and plan
- Build and protect the company brand– acting both as guardian and brand ambassador
- Create and execute compelling strategies to champion individual wines and drinks products across the Bolney range
- Lead key promotional campaigns throughout the year including seasonal offers
- Oversee the design and creation of collateral and POS materials for the Trade, Retail, Events and Restaurant teams
- Work in collaboration with the Events department, prepare promotional calendar and plan to assist in marketing all events
- Manage the marketing budget – ensuring reliable forecasts and keeping accurate records of expenditure
- Manage relationships with suppliers and partners including designers, media entities, and creative agencies
- Build and lead the small marketing team
- Establish processes within the team for PR, digital, content and communications
- Represent the company at events to promote the Bolney range and brand

The candidate will have extensive marketing experience, a can-do attitude and a passion for working in the English wine industry. They will have the following **skills and attributes**:

- Proven marketing communication or brand manager experience
- Demonstrate passion and enthusiasm in leading the marketing effort for the company
- Strong written and verbal communication skills
- Pro-active relationship builder at all levels
- Highly organised with prioritisation skills
- Understanding of the wine trade, routes to market, with a keen interest in wine

If you wish to apply, please e-mail your CV to fleur.pushack@bolneywineestate.com

Location: West Sussex RH17 5NB - Full time - Competitive salary and benefits

Closing date for applications: 1st March 2019 - Only successful candidates will be contacted thereafter.