



## Trade Marketing Manager - Wine

<b>Brand:</b>	Matthew Clark, Bibendum & TCB	<b>Job Family:</b>	Commercial
<b>Report To:</b>	Senior Trade Marketing Manager	<b>Sub Family:</b>	Trade Marketing

### Purpose

The role requires in-depth understanding of the GB On-Trade wine market, Bibendum, Tennents & Matthew Clark customer bases and suppliers' objectives.

Work cross functionally & across all 3 Business Units (Bibendum, Tennents & Matthew Clark) with Marketing, Procurement, Sales, Commercial analysis, Insight and Suppliers to deliver the optimal trade marketing plan for the 3 Business Units aligned to the central marketing and procurement strategies.

With a commercial focus on sales fundamentals drive the optimal range, distribution, price and promotion to maximise return on investment for customers, suppliers & the 3 BU's.

Provide sales with well-designed support plans.

Manage the daily contact with suppliers to maximise the investment into the 3 BU's through increased engagement across all available marketing platforms.

### Core Accountabilities

#### **Work hand in hand with Procurement, Marketing and Commercial Analysis to deliver a trade marketing plan to optimise performance across the 3 BU's**

- o Work cross-functionally to implement the trade marketing plan to optimise performance.
- o Deliver activity plans that will grow category sales and profit.
- o Regular and effective communication with sales teams to support implementation of activities
- o Be the 'go to' person for sales force and suppliers in relation to relevant opportunities.
- o Regularly review the plan's performance with a view to driving improvements.

#### **The on-going development of commercial relationships with key suppliers**

- o Support and implement the full promotional calendar
- o Regular negotiations with suppliers to drive incremental support
- o Regular review meetings, analysing activity performance and driving improvements
- o Exceeding delivery of budgeted supplier income
- o Be the primary contact for all suppliers for non-purchasing issues
- o Work with procurement to ensure active participation by suppliers in centrally agreed events

#### **Generation of best in class marketing activity and category tools**

- o Work cross functionally to initiate and implement performance driving tools e.g. training materials, customer facing product/category content, ranging/pricing recommendations.
- o Work to the national marketing plan supporting sales with regional nuances where pre-agreed
- o Management of Cross category campaigns e.g. Christmas, sustainability, summer campaigns
- o Work cross functionally with Marketing and Digital & ecommerce to deliver e-Commerce sales growth

#### **Project Delivery**

- o Full involvement in ad hoc projects in line with business requirements

## Key Relationships

### Internal

- Procurement
- Marketing including Digital & eCommerce team
- Brand Marketing team including C&C Group brands team
- Sales team – Nationals & Regionals/IFT
- Off-Trade business
- Finance
- Supply chain/logistics/depots
- Contact Centres

### External

- Suppliers
- Customers
- Trade bodies

## Professional qualifications & experience

- High level of wine knowledge is essential, WSET Level 2 required
- Sound knowledge and keen interest in the drinks industry both the On-Trade & Off-Trade (focus of the role is On-Trade)
- Commercial awareness and understanding
- Previous experience within marketing, brand building, procurement or sales
- Highly effective communicator with an ability to maintain strong relationships
- Passionate about brands and sales
- Results-orientated, analytical & committed to delivering agreed sales plans
- Strong team player
- Previous negotiation experience required