



## **HEAD OF SALES & MARKETING for IWSC & Club Oenologique**

IWSC & Club Oenologique are part of the Conversion Group. Constantly growing and building, The Conversion Group is a globally recognised organisation in the luxury lifestyle and creative space. Our exciting portfolio of brands includes a broad selection of wine and spirits businesses including; the IWSC, IWSCCHK, Club Oenologique, Academie du Vin Library, F+R, Whisky Lounge, Spirits Lounge, Whiskies of the World and Whisky Extravaganza as well as businesses spanning the culinary, arts, creative and exhibition sectors. The Conversion Group businesses have a significant footprint across the UK and US as well as interests in Europe and Asia.

At the Conversion Group we live a mission that embraces challenge, champions personal and professional growth and rewards those who take ownership and drive results.

### **Could we be your new home?**

We are looking for an ambitious and experienced Head of Sales & Marketing to join us and help to build a new sales and marketing culture. This will be an exciting opportunity to make a real difference within the company. The candidate will:

- Lead, drive and grow one of our flagship businesses, the IWSC
- Secure advertising opportunities for the newly launched consumer magazine, Club Oenologique (CO)
- Develop sponsorship opportunities across IWSC & CO

### **In this high-profile sales role, responsibilities will include:**

- Create and implement the Sales and Marketing Strategy in accordance with the company budget and goals.
- Deliver the company revenues in accordance with the budget.
- Manage the day to day performance and motivate the Sales & Marketing team.
- Recruit, manage, motivate and develop all staff and ambassadors within the team in line with organisational policies.
- Agree, monitor and be accountable for performance targets, budgets and work programmes.
- Lead and drive key account management of existing clients to ensure maximum revenue is secured.
- To research, secure and develop new accounts, partnerships and sponsorships.

- Build relationships, networks and partnerships with existing and new clients.
- Identify strategies to develop new markets.
- Ensure our marketing messages and strategic communications drive customer engagement.
- Develop the marketing programme and objectives including events, digital and social.
- Be fully knowledgeable about our competitors and trends in the market.
- Be a true champion and evangelist for both the IWSC & CO brands

**The ideal candidate will have:**

- A minimum of 5 years' experience working in the wine and spirit industry.
- A proven sales track record.
- A strong network within the wine and spirit industry.
- An ability to motivate a team and harness the energy, enthusiasm and expertise within the business.
- A natural communicator with aptitude to manage relationships and develop sales with both existing and new clients.
- Thorough understanding of marketing.
- Proven management and motivational skills.
- Exceptional customer services standard, encouraging a culture of high standards throughout the team.
- A capacity to work in a fast-paced environment.
- Excellent financial and numerical skills.

Competitive basic salary, dependent on experience, plus bonus and commission

The job is based in our offices in West London; overseas travel will be required

**Does this sound like you?**

Please send a covering email, CV and salary range expectation to [christelle.guibert@theconversiongrp.com](mailto:christelle.guibert@theconversiongrp.com) by Thursday 24<sup>th</sup> October