



CLUB OENOLOGIQUE

JOB AD – SPIRITS BRAND MANAGER

The IWSC is the go-to platform for having wines or spirits tasted and reviewed by leading decision-makers from both the off- and on-trade, as well as by key influencers. When the IWSC was established in 1969, under the name Club Oenologique, its ambition to bring the best-in-show to the attention of consumers and trade worldwide made it an industry pioneer.

Launched in November 2018, Club Oenologique is an upscale media brand dedicated to bringing together the very best in wine and spirits, gastronomy, travel and lifestyle. Its ambition is to become an authoritative voice in wine and spirit and all things around it, via its flagship magazine, website and events.

The IWSC is the biggest and most influential spirit competition. We are looking for an ambitious, charismatic, and forward-thinking Spirits Brand Manager to continue growing and developing commercial opportunities across IWSC & Club Oenologique.

The Spirits Brand Manager will be responsible for driving new and existing business within the spirit industry. While driving new business, you must be able to balance this alongside nurturing an existing client base by upselling and cross-selling.

Key responsibilities are:

- Promote IWSC visibility and drive the awards entries for the spirit category.
- Develop strong business relationships and maximise revenue across awards, sponsorships, print and digital.
- Meet or exceed sales goals.
- Lead and drive key account management of existing clients to ensure maximum revenue is secured.
- Research, secure and develop new accounts, partnerships and sponsorships.
- Initiate ideas to help build marketplaces and develop collaborations to enable IWSC to maintain its position as market leader.
- Increase IWSC's brand awareness amongst the international spirit community and maximise commercial benefits.
- Develop and maintain strong partnerships throughout the spirit industry.
- Canvass for new business to grow market and increase revenue and market share.
- Remain consistently aware of clients' circumstances, business/market trends, sales propositions and key competitors to remain informed and the market leader.
- Be a true champion and evangelist for both the IWSC & Club Oenologique brands

This is a job for you if you are/have:

- Proven sales experience within B2B sales.
- Passion to sell and bring solutions to clients.
- Highly motivated and autonomous.

- Superb interpersonal skills, with the ability to build relationships quickly, both face to face but also remotely by Teams, telephone and email.
- Strong written and verbal communication skills and excellent customer service.
- Be able to think outside the box.
- A passion for spirits and well-connected to the industry.

The Spirits Brand Manager will be temporarily home-based. Please send a covering email and CV, with your salary expectations, to christelle.guibert@theconversiongrp.com

The closing date for this vacancy will be Friday 6th August 2021. Please note that should any suitable CVs be received whilst the advert is live then individuals will be invited to an interview and an offer may be made prior to the closing date.