



September 1st 2010

Role Description Wine Intelligence

Position:	Marketing Manager
Type of role:	Permanent, full-time
Salary & benefits:	Up to £30k per year + up to 10% of salary as bonus + company pension scheme Five weeks paid annual leave
Location:	Wine Intelligence offices, London SE1

THE ROLE

To manage the company's marketing activities, reporting to the CEO and working closely with the business development team, to devise and execute an effective communications strategy to clients, potential clients and the media.

THE RESPONSIBILITIES

Core responsibilities:

1. To set out the strategy for the company's international marketing and communications, with the support of the CEO;
2. Lead the execution of the strategy, with budgetary responsibility.

Detailed responsibilities to include:

Design and manage company marketing communications via email (currently using Mailing Manager), Twitter and Facebook and other appropriate Web 2.0 platforms, for which a good knowledge is essential.

Manage the creation and uploading of content to website using WordPress and Contribute.

Manage the client contacts and press contacts database.

Manage the production of reports, brochures, factsheets, press releases etc.

Plan and manage events and trade fair activities for the company.

Oversee company style guidelines and templates to use in reports and presentations.

Manage press relations and placed articles schedule.

DESIRED SKILLS:

- Original and creative strategic thinking
- Excellent understanding of media and business-to-business information channels
- Outstanding inter-personal and team work skills
- Ability to work to a high standard when under pressure
- Superior written and oral communication skills in English; other languages an advantage
- High degree of computer literacy, especially in online content authoring, design/layout, and communications software applications
- Superior attention to detail combined with ability to multi-task

ABOUT WINE INTELLIGENCE LTD

Wine Intelligence was founded in 2001 to help the global wine industry understand its consumers better. The company conducts insights and consultancy projects with trade and consumer respondents around the world and is now established as the world's leading research-led insights, branding and marketing strategy consultancy for the wine sector. Our active clients, who include some of the largest multi-national drinks businesses in the world, now number over 50 companies and organisations. In 2005 the company was named as one of the ten best start-up businesses in the UK in the HSBC Startup Stars Awards, and in 2009 were short-listed for International Business of the Year in the T-Mobile Fast Company Growth Awards.

The business comprises a team of 16 permanent staff, plus additional freelance associates, who work on a project-by-project basis.

REPORTING LINE

CEO

WHAT WE OFFER

- The opportunity to grow your skills and experience base rapidly within a fast-growing, international organisation
- Personalised education and training plan to enhance marketing and wine knowledge
- Full immersion in the global wine industry
- Contributory company pension scheme
- No dull moments

CONTACT

Nicola Spitzer by email - enclosing covering letter and CV nicola.s@wineintelligence.com by 30th September 2010

No agencies please