

DIRECT WINES

| Direct Wines Role Profile | |
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| Position Title | New Business Sales Executive – Direct Wines Production |
| Reports To | General Manager, Direct Wines Production (DWP) |
| Overall Job Purpose | <p>DWP is the sales & brand division of Direct Wines' owned & managed wine production businesses in Bordeaux, South Australia and the Thames Valley. Through our wholesale division our key customers include the Group's international retail businesses as well as an expanding and diverse band of external trade customers operating in non-conflicting international sales channels.</p> <p>DWP is looking for an exceptional & ambitious New Business Sales Executive to develop new prospects and importantly to convert them by forming long-term trading relationships that deliver incremental volumes & therefore improved efficiencies as well as nurturing the brand development plans of the portfolio and market insights.</p> |
| Key Responsibilities | <ul style="list-style-type: none"> • Prepare a clear, progressive sales plan to double sales of our production wines over the next 12 months and build a longer-term plan to exponentially grow sales thereafter. • Develop a useable channel strategy using both gap analysis and insights management to maximise sales opportunity in each target market. • Review sales, contribution and sustainability of established trade customers ensuring we are delivering the best growth opportunity in volume and margin. • Build effective forecasting models, volumes tracking & forward planning, contribution delivery and overall sales strategy. • Develop digital marketing strategy & implementation to support new business and contribution • Research and develop new sales opportunities, customers and markets to deliver new business in target markets • Build effective sales incentive plans & relevant sales collateral via PoS and web/email-based digital marketing. • Represent our brands at international shows and events. |
| Qualifications | <ul style="list-style-type: none"> • Educated to degree level (desirable) and equivalent business experience (essential) • WSET Qualifications (essential) Diploma (desirable) |
| Experience | <ul style="list-style-type: none"> • Track record in wine sales & costings/margin (required) • Wine marketing experience (desirable) • Understanding of international wine compliance (desirable) • Digital/brand marketing knowledge (desirable) |
| Personal Qualities and Skills | <ul style="list-style-type: none"> • Excellent communication skills in English (essential) and working French (desirable) • Outstanding sales negotiation skills (essential) |

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- Personally effective, ambitious and driven to succeed with an ability to gain peoples confidence and trust (essential)
- Ability to achieve financial targets and a desire to exceed them (required)
- Proficient in Microsoft Office – Excel, Word, PowerPoint (essential)
- Constantly strives for high standards and consistently achieves them.
- Ability and willingness to travel worldwide and be away for period of time (essential).

Remuneration

Competitive salary plus excellent benefits package