

Title: Bols - Brand & Experience Manager

Reports to: Head of Brands

Function: Brand Marketing / Ambassadorial

Location: Field Based / London

Edrington Beam Suntory UK

Edrington-Beam Suntory UK is responsible for the in-market sales, marketing and distribution of some of the most exciting premium spirit brands in the industry. It is jointly owned by The Edrington Group and Beam Suntory. With an annual turnover of circa £450m (approx. £1bn retail sales value), Edrington-Beam Suntory UK is the 3rd largest supplier of branded Spirits in the UK and the largest Whisky supplier with leading brands including Jim Beam, Maker's Mark, Macallan, Laphroaig, Highland Park, Famous Grouse & Courvoisier. Maxxium employs 230 people in the UK and our brands hold leading share positions in a range of categories with excellent prospects for further growth.

Role Mission

The BOLS Brand & Experience Manager will be the "General Manager" and face of the Lucas BOLS range in the UK with a core focus on developing & growing the BOLS Liqueur & Genever range.

The role will perform a dual function, managing the day to day Brand Management responsibilities, including the 3rd party relationship with the Lucas Bols Global team, together with the ambassadorial and brand training duties to build relationships with all key channels and customers: Managed, Independent On Trade, Impulse and Retail, ensuring they receive first class experience when interacting with the BOLS brand.

Step changing momentum for the BOLS liqueur range as well as incubating and nurturing Genever in London will be the core areas of focus to support the strategy. In addition, working with Regional Multiple Operators and wholesalers (along with EBS UK sales colleagues) you will work with their teams to ensure opportunities are capitalised on.

You will be responsible for performance management of the UK managing the P&L, setting and implementation of local brand strategy as well as identifying and executing brand training and education across the Lucas BOLS range to both sales and customers. The role reports into the UK Marketing Team

Key Responsibilities

Brand Management (50% of role)

- Own the commercial delivery of the Lucas Bols portfolio (price/ promotion, channel, customer, SKU)
- Nurture collaborative working relationships with the Lucas Bols Global Team, ensuring UK has a key influence, input and role in Global strategy
- Embed the Edrington-Beam Suntory Category Vision into Brand Plans to ensure it is utilised as a competitive advantage
- Place Customers at the Heart of All We Do
 - Our customers' customers are our consumers. Ensure a clear understanding of shopper and consumer needs to bring us closer to customers
- Custodian of the Bols Brand DNA in the UK, asset provision and consumer / brand health
- Performance management and strong ROI measurement for all key investment
- Own Global Brand asset deployment and evaluation working closely with the International Team & Edrington-Beam Suntory Deployment portfolio manager
- Monthly reporting -10 pt plan & Brand Scorecard
- Be the Brand Expert and inspire teams across the business on Lucas Bols
- Manage the Quarterly Brand Review (QBR) timetable, process and delivery of content with Lucas Bols Global Commercial Team
- Lead and deliver seasonal marketing activation planning process (SMAP) for Lucas Bols to ensure our plans are delivered within our customer planning cycles and operational needs, while ensuring our shareholder and agencies are held accountable to deliver within these time frames

Ambassadorial / Training (50%):

- Work alongside the Edrington-Beam Suntory UK on trade sales team and contribute to achieving delivery of the budgeted volume of the Lucas Bols range by engaging the trade and driving listings.
- To act as a true brand ambassador/expert for the Lucas Bols liqueur range and Bols Genever and develop, manage and implement the sales training plan to achieve targets on training sessions, distribution and rate of sale in luxury and contemporary accounts.
- To educate, train and support all internal sales teams, stakeholders and key accounts ensuring they become confident brand advocates and experts.
- To work (alongside sales) with Regional Multiple Operators and Regional wholesaler teams to capitalise on driving new business opportunities
- To support sales teams in cocktail menu listings & cocktail creation for the brands.
- To support key accounts with bespoke promotions or events to drive consumer and customer engagement resulting in profitable sales uplifts maximising consumer recommendations.
- To work closely with the marketing & sales teams to optimise brand activation.
- To manage journey planning and training booking system for the Lucas Bols' brand portfolio operating at all times within the set overhead budget.
- To deliver the training plans and associated KPI's
- To evaluate all training, events, cocktail menu listings and other opportunities and submit evaluations as part of monthly reporting.

Knowledge, Skills and Experience

- Self-driven, result orientated and pragmatic with a flexible and positive can-do approach
- Developed commercial acumen with an understanding of a P&L
- Brand and customer marketing knowledge and experience with proven track record of delivering success.
- Ability to work to tight and challenging deadlines
- Degree educated (or equivalent), with at least 3 years commercial / marketing experience
- Experience of the UK on trade and an interest mixology is essential, with Brand Ambassador / Training experience an advantage
- A self-starter, with strong planning, organisational, budget management skills, proven project Management and event management skills
- Strong & confident presentation skills to both large and small groups
- A great communicator and influencer with the ability to build positive relationships both internally and externally
- The ability to work within a variety of team situations as well as working independently
- The individual needs to be driven, self-motivated and prepared to work hard and invest the necessary time to achieve his/her targets
- Commercially proficient with the capability to interpret market and financial data
- Full clean driving license required

Behaviours

Edrington - Beam Suntory UK has five cultural values; Be Real, Be Curious, Be Brave, Be Together and Be Driven, it's key that all our of employees are the embodiment of those values.

- Self-starter with passion and ambition
- Solution orientated and 'can do' attitude
- Willingness to take ownership and demonstrate leadership within their areas of responsibility.
- Possess a high level of emotional intelligence.