



Marketing Executive - Petworth, West Sussex

Full Time Permanent Contract

Roebuck Estates is a premium producer of exceptional vintage English sparkling wines, and we are seeking a Marketing Executive to join our dynamic marketing team to bring passion, creativity and focus to all aspects of marketing in our rapidly growing business. The role will include promotion of Roebuck's sparkling wines through brand and trade marketing as well as promoting the hospitality wine tourism business. You will be reporting to our Head of Marketing and working very closely with our marketing team, UK trade sales team and management team to bring the Roebuck Estates brand to life and deliver on our company goals. Roebuck Estates is at a very exciting time in its development, which will present many varied opportunities and will require lots of flexibility.

Job Role & Responsibilities:

- Working closely with the Head of Marketing and wider marketing team to deliver our marketing strategy and ensure consistent messaging and brand alignment across all touchpoints.
- Assist with the delivery of high-profile sponsorships and external events.
- Create and update sales & marketing tools and tailor brand presentations relevant to the customer audience.
- Create collateral for trade customers using Canva and our external printer.
- Assist with photography and video shoots and day-to-day social media content creation where needed, whilst upholding brand guidelines.
- Oversee the visitor calendar and support trade visits to the vineyard on weekdays.
- Handle all requests for brand imagery and copy.
- Send out POS to customers and record and manage the POS database.
- Research and input prospecting and customer information on our CRM system – Monday.com to help support trade marketing campaigns.
- Support Cellar Door Shop operations at busy times to help drive direct to consumer sales.
- Assist with e-commerce orders at busy times.
- Marketing of the events and Cellar Door in the local area to raise awareness of the events, including working with local groups, local social media platforms etc.
- Manage wine competitions.
- Support the marketing team with copy writing such as website blogs.
- Actively promote the sale of the Roebuck Estates wine portfolio.

Essential Requirements:

- Minimum of 2-3 years marketing experience working in a similar role.
- Commercially aware with a customer-first mindset.

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- Ability to multi-task, handle a number of projects simultaneously, manage time effectively and work to tight deadlines.
- Good attention to detail and ability to deliver accurate and high-quality work.
- Motivated to deliver results, with strong analytical ability
- Excellent interpersonal and presentation skills.
- Creative flair.
- Energetic, bright, and engaging manner.
- Positive and flexible in approach - willing to go the extra mile.
- Wine knowledge an advantage or willing to learn.
- Proficient in MS packages - confident with Outlook, Word, Excel, PowerPoint and Canva.
- Full clean driving licence and access to a car (due to rural location).
- Full right to work in the UK.

Compensation & Benefits:

- Salary range offered between £27,000 - £30,000 p/a. depending on experience
- Generous Holiday allowance
- Company Pension scheme
- Company Healthcare scheme
- Discretionary Bonus scheme
- Preferential staff and friends & family discounts

The role will be based at our Roebuck Vineyard located close to Petworth in West Sussex and, during busy periods, will require a flexible approach to working hours. This is a full-time role and reports into the Head of Marketing. Some hybrid working will be possible.

If you are passionate about marketing, have a strong work ethic and want to immerse yourself in a dynamic and rapidly growing wine business, then we look forward to hearing from you and hopefully welcoming you into our growing team. Depending on the number of applicants, we reserve the right to interview from a shortlist. Please send applications including a brief cover letter and up-to-date CV to careers@roebuckestates.co.uk

About Roebuck Estates

Located close to Petworth in West Sussex, Roebuck Estates was established in 2013 by two friends whose belief in the potential of the English wine industry sparked several years spent searching for and acquiring the perfect vineyard sites in Sussex and Kent. We are single-minded in our approach - producing traditional-method vintage sparkling wines only from estate grown fruit. Since our debut sparkling wine release in 2019, our wines have won numerous trophies and medals at prestigious international wine competitions. We are also incredibly proud to be a founding member of the Sustainable Wines of Great Britain Certification Scheme.

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