

Industry Relations Lead

Job Description February 2024



WineGB

Wines of Great Britain (WineGB) is the national association for the English and Welsh wine industry. Our mission is to advance the interests of our 450+ producer members who represent the vast majority of the UK's productive hectareage, and establish Great Britain as one of the world's great quality and most sustainable wine regions.

English and Welsh wines are innovative, internationally recognised as a standard for high quality, and the industry is growing at pace. As the fastest growing rural sector, it is levelling up agricultural communities through the provision of highly skilled labour, and a sustainable and increasingly high-tech industry.

Our funding

WineGB's funding is approximately 2/3rds from membership and a 1/3rd from commercial partnerships. We have four partners in Ferovinum, Knight Frank, NFU Mutual and Paris Smith and gold and silver patrons. New this year are silver sustainability patrons who have transferred from funding the Sustainable Wines of Great Britain programme to WineGB as a whole. More [here](#).

The Role

This is a new role and integral to building the resilience of WineGB. The Industry Relations Lead reports to the WineGB Chief Executive Officer and works closely with her to maintain and grow the funding for the association from new members, industry supporters, and to a lesser degree public funding. Additionally, the role will identify new routes to market for members, working to promote our campaigns that drive sales.

Responsibilities

- The lead contact person for all industry and corporate relationships with WineGB, you will support the CEO in maintaining and strengthening our relationships with our Patrons and Partners.
- To support the CEO in a review our current framework for commercial partnerships and to determine the best long term approach. This will include the analysis and appropriateness of our existing relationships, consideration of their terms, and a gap check of areas where we do not currently have a relevant party that benefits our members.

- To work with commercial partners to develop their proposition so it has resonance with members. This is likely to lead to changes on the website and in presentations so that there is greater understanding by members as to the worth of partners and likely to lead to more business.
- To create opportunities to pitch to potential partners and patrons and work with the CEO to bring onboard.
- To work with the team to identify events and opportunities, such as Awards, where we are likely to seek sponsorship or contra deals from external parties or members and build this into our proposition to have a more coherent approach.
- To identify potential members and to bring them into membership.
- Work with the Communications Manager and CEO to create or identify opportunities that can be used to raise our profile with potential members.
- To update the membership and commercial partnerships materials, with support from the CEO.
- To ensure that the Grape Press becomes an income stream, securing advertorials and ensuring that partners and patrons provide their copy.
- To identify opportunities for members to build and extend the market. To support trade relationships, and build their interest in [English Wine Week](#), the [WineGB Awards](#), and other marketing devices / campaigns which we will create to drive interest in our industry.

Measurables

- Signs of success is greater commitment by commercial partners to WineGB, shown through renewals and willingness to work in partnership on projects.
- Clearer rationale to members for our industry partnerships.
- New members joining WineGB.
- Identification and securing of public funding for members and WineGB.
- Identification of commercial opportunities for members, opening up markets, and providing further opportunities to sell.

Background

Essential criteria for the post:

- Experienced in sales most likely within wine, alcohol, or the broader drinks sector. We are open to whether this is on- or off-trade led.
- Highly professional with excellent communication skills.
- Self-motivated and able to manage your workflow.
- Able to work collegiately with WineGB members and the staff team to cross sell and build opportunities for all.

Desirable criteria

- Understanding of the UK wine industry and wine-producing conditions.
- Driving licence and own vehicle, plus a willingness to visit wine producers on site.

Terms

- Salary: £28,000 - £35,000 a year (pro-rata for PT), dependent on experience.
- Benefits: Commission on securing target.
- Hours: Ideally full time, but we are flexible for the right aptitude and skills set.
- Location: Working from home or our office in Market Harborough (we collectively meet there every month). You can also expect to visit vineyards and wineries in the UK.
- Holidays: 25 days a year and bank holidays.