

Communications Executive Job Description

WineGB

WineGB is the national Trade Association for the English and Welsh wine industry, representing 500+ growers and producers across the country. As the voice of this fast-growing and exciting sector, WineGB supports its members through advocacy, marketing, events, and education. We have just rebranded to better represent our vibrant sector. This includes our campaign to 'Create New Traditions' and we need someone in the team to do the same for our communications. We are looking for a skilled storyteller to promote both the association and the English and Welsh wine category to UK and international audiences.

Role Overview

We are seeking a proactive and creative Communications Executive to join our team. This role is ideal for someone who is experienced in PR, communications and content creation. You will have good knowledge of the wine sector and will thrive in a dynamic, collaborative, hands on environment. Reporting to the Industry Relations Lead, and working with the CEO, you'll support the delivery of WineGB's communications strategy across multiple channels to multiple audiences. You will lead the delivery of internal communications, website content, and media engagement, and support the output of socials and design; which is led by others in the team.

Responsibilities:

- Deliver and evolve WineGB's communications strategy across defined internal and external channels.
- Own and manage the output of all communications, ensuring consistency in tone, accuracy, and alignment with strategic goals.
- Lead the creation, proofing, and editing of content across emails, press releases, the WineGB Grape Press blogs, and member platforms, ensuring impact and clarity.
- As required review corporate communications materials including presentations, speeches and letters, for tone, message and copy accuracy.
- Support the development and promotion of major campaigns and events including English Wine Week, WineGB Awards, and Trade Tastings.
- Manage internal member communications, including regular newsletters, singular mailings, surveys, and forum engagement.
- Oversee proactive and reactive media relations, including press releases, media briefings, statements, and maintaining media contacts.
- Ensure that we are prepared for media stories with a comprehensive media messaging book. Also create a tone and style guide ensuring an agreed approach to common wine and viticulture terminology.

- Develop relationships with journalists through a proactive meeting programme, including managing press tours of vineyards.
- Guide the content strategy for social channels and collaborate to ensure relevance and engagement.
- Enhance website content with a focus on SEO, functionality, and user experience, using analytics to inform improvements.
- Work closely with the CEO and support the work of the Board Communications Subgroup and the Growth Council, including acting as a secretariate for the meetings.

Essential Criteria

- Exceptional writing skills with the ability to craft compelling, influential stories.
- Strong attention to detail and accuracy in drafting complex information.
- Clear, critical thinker with the ability to present evidence effectively.
- Self-motivated with excellent workflow and time management.
- Capable of working at pace on reactive tasks while progressing long-term plans.
- Collaborative team player, and able to work well with WineGB members
- Proven PR experience in the alcohol or FMCG sector (wine industry experience strongly preferred).

Desirable Criteria

- Knowledge of the UK wine industry.
- Full driving licence and access to a vehicle, with willingness to travel to wine producers.

Terms

We treat people like adults. We offer flexibility to ensure that the work is done while you maintain a good work life balance. You can expect:

- a permanent, full time position
- remote working with a once a fortnight in person team meeting
- a competitive salary,
- a workplace pension of up to 5%,
- 25 days of holiday + bank holidays,
- a commitment to your education, with a good fund available to support vocational study, the encouragement to get to know the industry and the chance to visit vineyards and go to tastings, to attend the WineGB Awards Party and National Trade Tasting.