



Job Description

Job Title Events Marketing Coordinator	Department Events
Contract Term Permanent, Full-time	Contracted Hours Monday to Friday 9am – 6pm This equates to a 40 hour working week with great flexibility to meet business needs

Overview of Speciality Drinks Group

Speciality Drinks is a fast-growing and world-renowned international spirits company. Founded in 1999, we were one of the first multi-channel, multi-market global drinks distributors and remain leaders in our field.

Our retail arm The Whisky Exchange operates an award-winning website along with a flagship shop in Covent Garden and Fitzrovia. We also create, blend and bottle new products to sell around the world; we distribute and build brands; we wholesale to the finest bars, restaurants and hotels; we boast an industry-leading auction site; we have an online magazine devoted to Scotch whisky; we organise the world-renowned London Cocktail Week; and we are responsible for the UK's leading Whisky show. We pride ourselves on our imagination, creativity and ability to source and sell fantastic spirits from across the globe.

Being part of the Speciality Drinks Group means you'll be working with some of the very best people in the drinks industry and be part of a fast-growing team that is passionate about everything we do. We're a family-owned and managed business and look after everything in-house – from website development, design and marketing to technology, customer service and global distribution.

We're looking for bright, motivated, creative people who share our passion for excellence, innovation and delivering great customer service. In return we can offer an exciting, fast-moving, varied environment with great opportunities for career progression and a Greenfield project opportunity. Could it be you?

Overall objective of Role

Speciality Drinks are the premier supplier of whiskies, spirits and wines and as The Whisky Exchange organise the UK's leading drinks events, shows and in-store tastings.

- Whisky Show – UK's largest Whisky show
- Whisky Show: Old & Rare – Festival celebrating the world of fine & rare whiskies
- Cognac Show – The UK's first-ever Cognac tasting show
- Champagne Show – A Champagne experience unlike any other in the UK.
- Three-times monthly in-store tastings

Reporting to the Events Manager, the Events Marketing Coordinator will assist in the execution of the event marketing plan for Speciality Drinks.

Due to business requirements, it is expected that the role holder will need to have a high degree of flexibility in order to meet the demands of the role. Therefore, it may be necessary to work out of normal working hours due to the nature of the projects, and in order to meet the necessary

Speciality Drinks Ltd.

Elixir House, Whitby Avenue, Park Royal, London, NW10 7SF

Tel: +44 (0)20 8838 9444 | Fax: +44 (0)20 8838 9366 | | www.specialitydrinks.com



demands of our client base. **The role holder must be able to adjust to a broad and fluid set of tasks as requirements change in this progressive company.**

Working Relationships

- finance team
- warehouse management team
- creative – design, development
- external suppliers
- editorial and marketing
- buying team
- supply chain

Primary Duties and Responsibilities

- To work with the Events Manager and ensure the overall marketing strategy is put in place across all channels and to action those plans with various stakeholders internally and externally.
- Manage each shows marketing platforms, including social and newsletters.
- Develop monthly and annual strategies for show social channels
- Maintain show websites making sure they are up-to-date with the latest news and social activity.
- To manage any paid for content across social channels and use analytical tools to report on success.
- To create newsletter content for the various shows, highlighting – new exhibitors, activations, products, masterclasses and show news.
- To work with the Events Manager and support in organising and running Cognac Show and Champagne show, Whisky Show and Whisky Show: Old and Rare.
- To drive the promotion masterclasses and stage demonstrations for Cognac, Whisky and Champagne Show; assisting with organising ahead and on the day.
- To seek out new event partners for Cognac and Champagne Show.
- To work with each brand to generate press-worthy material to promote the show.
- To assist in executing and project managing all marketing activations across all departments involved.
- To work with buying team to identify brands to exhibit at the various different shows.
- To support the Events Manager in ensuring the smooth running of the operation during the event.
- To assist the Events Manager in monitoring ticket sales and identify strategies to increase sales where necessary.

Key skills and Knowledge

Essential:

- excellent written English and descriptive skills
- strong social media awareness
- consumer marketing understanding
- ability to communicate effectively with colleagues and customers
- high level of numeracy
- excellent administrative and planning skills in order to meet required deadlines
- ability to remain calm under pressure
- IT skills; Microsoft office- word, excel, email

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- attention to detail
- enjoy working in a fast-paced environment
- work well as part of a team
- demonstrate a pro-active 'can do' attitude
- presentable and professional at all times

Desirable:

- a passion for fine spirits and wine
- experience in high level customer service
- design and Photoshop knowledge

Qualifications and Experience

- strong spirits knowledge. WSET qualifications
- marketing or PR experience
- numerate and literate.
- IT Literate- Excel, Word, Power Point.
- good presentation skills.

Key Behaviours

- robust time management.
- strategic and creative thinking.
- extra-strong organisational skills.
- self- motivated and results driven.
- flexible, reliable and hardworking.
- able to communicate well with others and strong interpersonal skills.
- presentable and professional at all times

A training plan will encompass the following to ensure effectiveness of the employee if not already possessed and verified or experienced in:

- ERP system: De Facto
- product codes
- best practices for events

Health & Safety Responsibilities:

Act in accordance with the relevant Health & Safety policies and procedures, adhering to legislative compliance and company requirements.

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