

DIRECTOR OF WINES SALES & MARKETING

Burrows, Lightbourn Ltd., a leading distributor of Beer, Wine and Spirits in Bermuda is seeking a well-presented, ambitious individual who is self-motivated and has a keen understanding of the Wine Industry to lead the management of our Wine Portfolio. Reporting directly to the C.O.O., the successful candidate will assist with operational activities to include, but not limited to, brand management, purchasing, inventory, logistics, development and implementation of sales & marketing activities as well as training and motivating the sales team.

The position offers unlimited potential for an individual who is personable, forward-thinking, inspiring and demonstrates strong communication, planning and organizational skills.

Primary responsibilities include:

- Driving sales growth by establishing and maintaining relationships and strategic partnerships with our large portfolio of Wine Brands
- Improving our loyal customer base through site visits, social media, advertising, promotions and events
- Identifying and reporting on new business opportunities in target accounts
- Developing new relationships and maximizing new business development opportunities
- Evaluating and reporting on sales methods, costs and results in relation to prior results and current market trends
- Design, develop and implement strategies, tactics, sales plans/programs and profit targets
- Developing and maintaining wine list and placements
- Work effectively individually as well as in a group environment: Provide management, support, and guidance to the Brand and Account Managers to develop sales plans and strategies for BLL products and to oversee Picos plans and targets
- Providing regular presentations on sales and projections to internal team and suppliers
- Representing the business at local and overseas conferences, trade fairs and networking events
- Adhering to all company standards, policies, procedures, and business ethics codes
- Other duties assigned by management.

The successful applicant must possess:

- High level certification from a globally recognized wine & spirits program (i.e. WSET Level 4 Diploma/CMS Advanced)
- 5 years' experience in sales and marketing with a solid knowledge of the wine, beer and spirits trade
- Excellent written and oral communication and negotiation skills
- Proven sales and supplier management experience, and a good record of achieving targets
- Solid understanding of statistics plus Finance & Accounting Principles
- Strategic leadership and analytical skills plus business acumen
- Broad computer skills and a sound working knowledge of Microsoft Office products
- Research and Record-keeping skills and the ability to maintain budgets
- Ability to take a hands-on role within the business
- Confidence in problem solving and making logical effective decisions
- Ability to multitask and prioritize assignments to meet deadline
- Ability to travel and work extended hours, evenings, weekends and public holidays
- A valid Bermuda driver's license, clean driving record and own transportation.



As a member of the Gibbons Group of Companies, employees receive major medical insurance benefits, a contributory pension plan, group company discounts and access to an employee assistance program.

If interested in this career opportunity, please send a resumé and cover letter, along with 3 employment references to: humanresources@bll.bm

Closing date: November 30, 2018

Only applicants who have been shortlisted for an interview will be contacted.